THE EFFECT OF PRODUCT DISPLAY, PRODUCT COMPLETENESS, PRICE, LOCATION, AND STORE ATMOSPHERE ON PURCHASE DECISIONS AT RAMAI JAYA RAMBIPUJI STORE, JEMBER

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ABSTRACT

This study aims to determine the effect of product display, product completeness, price, location, and store atmosphere on purchasing decisions at Ramai Jaya Rambipuji Jember stores. The population in this study are consumers who have bought products at Ramai Jaya stores. The sample used was 60 respondents, the sampling technique used was purposive sampling, using the type of research, namely a quantitative approach. The analysis method uses multiple linear regression analysis with the help of SPSS 20. The tests used are data instrument test (validity and reliability test), classical assumption test (normality test, multicollinearity, and heteroscedasticity test), multiple linear regression analysis, coefficient of determination (R^2), hypothesis testing (test and F test). The results showed that product completeness and location partially had a significant effect on purchasing decisions; product display, price and store atmosphere partially had no significant effect on purchasing decisions; and product display, product completeness, price, location, and store atmosphere simultaneously have a significant effect on purchasing decisions.

Keywords: Product Display, Product Completeness, Price, Location, and Store Atmosphere.

INTRODUCTION

The increasing development of business in the industrial and trade sectors in Indonesia currently plays a very important role in the world economy, so that the economic system will lead to a better market mechanism which ultimately positions marketers to be able to develop and capture market share. Marketing activities have a very important role in the business world, considering its orientation towards consumers. The state of the business world changes dynamically along with changes in consumer tastes. The increasing needs of consumers are an opportunity for business people. This is the basis for business people's thinking to meet the needs, desires and expectations of consumers. The emergence of various businesses that are growing rapidly in the surrounding environment, one of which is the retail business. Retail business can be interpreted as an activity involved in the process of selling goods and services directly to end consumers for personal use and not for business (Utami CW, 2017, p. 6). Modern retail businesses that are currently developing in the form of convenience stores, such as hypermarts, supermarkets, and minimarkets which are the main choices as shopping places for consumers in Indonesia.

One of the retail businesses in Jember Regency is a household equipment store, namely Toko Ramai Jaya, located on Jln. Gajah Mada no. 57 Gayam, Kaliwining, Rambipuji District, Jember Regency , which is a wholesale store and retailer of household equipment. Several competing stores also offer the same products as the Ramai Jaya store, such as bathroom equipment, kitchen equipment to bedroom equipment and electronics, but basically the Ramai Jaya store still has many items scattered everywhere and not in accordance with the arranged goods such as plastic or glass goods, so the arrangement of the store is not neat and uncomfortable to look at, also in terms of dim lighting, and the road area from one product to another is difficult because the road is narrow. As time goes by, Toko Ramai Jaya has established a larger store, due to the capacity of too many goods. So the change to a larger store means that the shop owner can add the types that buyers need so that the interest of buyers is wider. Many retail business players have emerged, especially in the household equipment sector which is developing in Jember by offering products that are no less attractive, but many consumers still choose to visit the Ramai Jaya store.

Several studies on purchasing decisions have been conducted by researchers with varying results. Among them, in the study conducted by Nasution, (2023), it shows that product *display* and product completeness have a positive and significant effect on purchasing decisions. In the study by Gosaroh, R. (2023), it shows that price has a positive and significant effect on purchasing decisions. In the study by Kosamah, E. (2023), it shows that location has a positive and significant effect on purchasing decisions. In the study by Putri, AH (2022), it shows that *store atmosphere* has a positive and significant effect on purchasing decisions. Based on the description of the background above, a study will be conducted on the effect of product *display* , product completeness, price, location and *store atmosphere* on purchasing decisions at the Ramai Jaya Rambipuji Jember store.

LITERATURE REVIEW

a. Purchase Decision

According to Kotler and Keller (2016), consumer purchasing decisions are part of consumer behavior, namely how individuals, groups, and organizations choose to buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. In consumer purchasing decisions according to Kotler and Keller, purchasing decision indicators (2016:199) include: *Product choice* , *Brand* choice, *Purchase amount* , Purchase *timing* , *Payment method* .

b. Product *Display*

Display is a way for retail stores to increase sales by attracting consumers' attention through sight to make purchases. According to (Alma, 2011) *display* is an attraction that does not come from the desire to buy something or from someone's encouragement but from the results of sight and other feelings. Thus it can be explained that most of what can have an impact on consumers in making purchases is because of their interest when seeing and paying attention to goods that are neatly arranged and attractive. Arranging goods that are objects in business activities well and attractively and uniquely is very important for the purpose of making consumers interested after paying attention to being the main target in designing product *displays* as stated by (Sangadji & Sopiah, 2013) *the display* aims to guide buyers to be interested in seeing and deciding to buy it. According to Rahmadana (2016), to get a good Product Display, you must pay attention to the following indicators: *Interior Display, Exterior Display, Window Display*

c. Product Completeness

According to Kotler and Keller (2016:402) defines product completeness as the availability of all types of products and goods offered by a particular seller for sale. Products are purchased by consumers because they can meet certain needs or provide certain benefits. The completeness of merchandise is an important factor in attracting consumers, although the selling price is higher than other stores, but because of the completeness of the goods sold, this store attracts many visitors. The more complete a store is, the more it meets the needs and desires of consumers. According to Kotler (2015:358) it states that indicators of product completeness include: Brand Choice, Product Completeness, Product Size, Product Quality.

d. Price

According to (Manus 2015) price is the role of price allocation that helps buyers to get products or services with the best benefits based on their purchasing power. Price is the main factor that influences consumer choices before making a purchase. Where consumers will first see the price listed on a product, because before buying consumers have thought about the right savings system. In addition, consumers can think about the price offered has a match with the product that has been purchased. This thought is important for consumers as a consideration when making a purchasing decision. According to Kotler (2008:345), there are five indicators that characterize prices. The five indicators are: Price Affordability, Price Suitability, Price Competitiveness, Price Suitability with Benefits, Price Can Influence Consumers in Making Decisions.

e. Location

Location is a place where a business or business activity is carried out. Important factors in the development of a business are the location of the location to the city, how to get there and the travel time from the location to the destination (Swastha, 2002: 24) . Location is a very important factor in the marketing mix. Because Ramai's shop has the right location, is on the side of the road, in a busy place, making an outlet more successful than other outlets that are less strategically located, even though they both sell the same products and also have the same number of skilled salespeople. Tjiptono (2015: 15) explains that location indicators are as follows: Access, Visibility, Parking, Environment, Competition (competitor location).

f. *Store Atmosphere*

Store atmosphere is the overall layout and atmosphere of the store that can attract consumer interest and can provide comfort for consumers when shopping. According to Ma`aruf (2006), in a crowded store *store atmosphere* or the atmosphere of the store there is a narrow passageway, the lighting is dim . A good Store Atmosphere can be caused by the following indicators: Store Planning, Visual Communication, Store Design, *Store layout.*

RESEARCH METHODS

This study uses quantitative research. According to Tukiran (2016), quantitative research methods are research methods whose data is expressed in the form of numbers. The nature of this study is associative. According to Sugiyono (2014), associative research is research that aims to determine the relationship between two or more variables, find the role, influence, and causal relationships, namely between independent variables and dependent variables. The location or place of research is the location of a study used. The object of this study is the Ramai Jaya Rambipuji Jember store. The method used to study the population and sample, data collection using data instruments, quantitative or statistical data analysis with the aim of testing the established hypothesis. This study is to test whether there is an influence between the independent variables, namely product *display* (X1), product completeness (X2), price (X3), location (X4), *store atmosphere* (X5), on the dependent variable, namely purchasing decisions (Y).

The population in this study were consumers who had made purchases at the Ramai Jaya Rambipuji Jember Store. The sampling technique in this study was the *purposive sampling technique* . The *purposive sampling technique* is a data sample determination technique based on certain considerations (Sugiyono 2017: 124). In this study, the respondents selected by the researcher based on the following criteria: Have made purchases at the Ramai Jaya Rambipuji Jember Store at least 2 times , Respondents aged ≥ 17 years, because they are likely to be able to make their own decisions. The sample in this study was 60 respondents using the Roscoe formula (Sugiyono, 2016: 92) where the number of sample members was at least 10 x the number of variables studied. In this study, there were 5 independent variables and 1 dependent variable, so the sample taken was 6 x 10 = 60 from the existing population.

The data collection method uses a questionnaire, namely data collection by providing a list

of statements from respondents who have purchased products at the Ramai Jaya Rambipuji Jember store. The data analysis method used is the data instrument test including validity and reliability tests, classical assumption tests including, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, coefficient of determination, and hypothesis tests including, partial tests (t-tests), simultaneous tests (F-tests).

RESEARCH RESULT ANALYSIS

The conceptual framework aims to examine the influence of Product *Display* , Product Completeness, Price, Location, and *Store Atmosphere* on purchasing decisions at the Ramai Jaya Rambipuji Jember store and is supported by the problem formulation and theoretical basis that have been described.
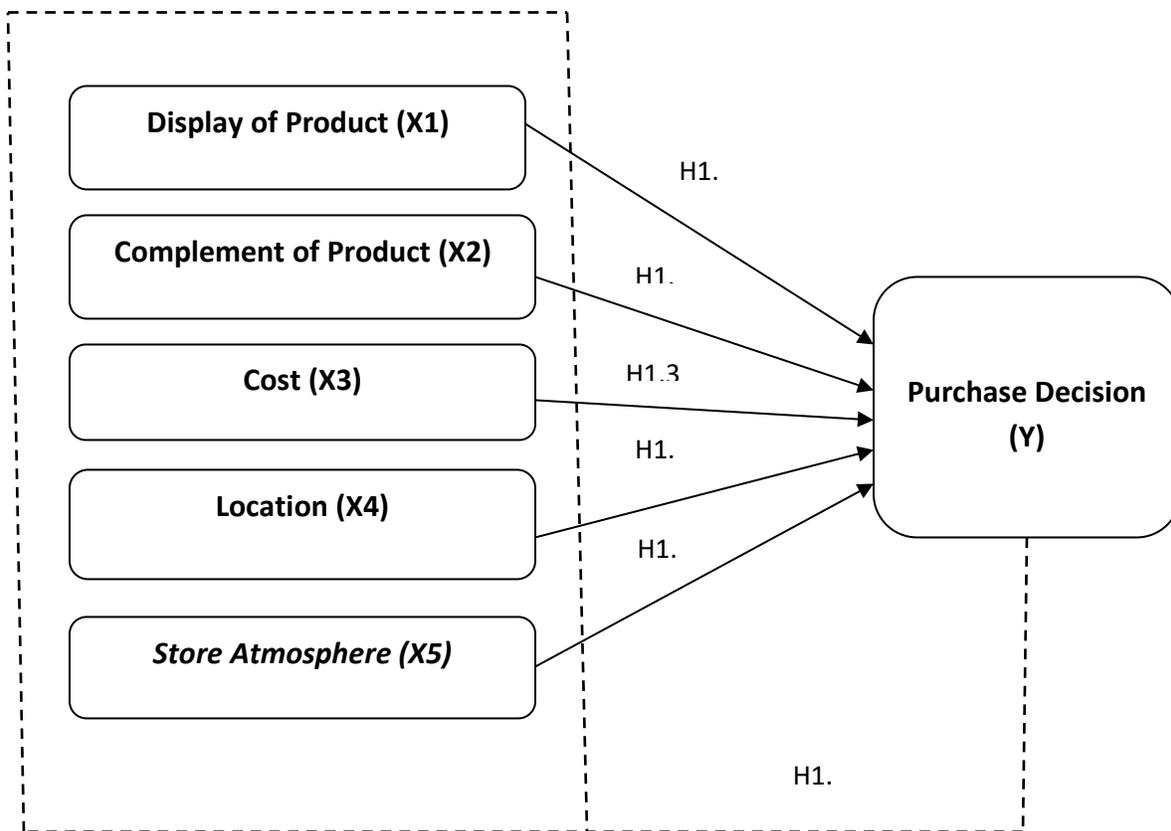

Figure 1. Conceptual Framework

RESEARCH RESULT

Table 1. Validity Test

No.	Variables	Indicator	R. Count	R. Table	Information
1		X1.1	0.875	0.254	Valid
2	X1	X1.2	0.863	0.254	Valid
3		X1.3	0.798	0.254	Valid
1		X2.1	0.831	0.254	Valid
2	X2	X2.2	0.868	0.254	Valid
3		X2.3	0.860	0.254	Valid
4		X2.4	0.839	0.254	Valid
1		X3.1	0.834	0.254	Valid
2		X3.2	0.865	0.254	Valid
3	X3	X3.3	0.710	0.254	Valid
4		X3.4	0.870	0.254	Valid
5		X3.5	0.803	0.254	Valid
1		X4.1	0.845	0.254	Valid
2		X4.2	0.898	0.254	Valid
3	X4	X4.3	0.801	0.254	Valid
4		X4.4	0.872	0.254	Valid
5		X4.5	0.837	0.254	Valid
1		X5.1	0.733	0.254	Valid
2	X5	X5.2	0.810	0.254	Valid
3		X5.3	0.855	0.254	Valid
4		X5.4	0.867	0.254	Valid
1		Y1	0.847	0.254	Valid
2		Y2	0.906	0.254	Valid
3	Y	Y3	0.915	0.254	Valid
4		Y4	0.859	0.254	Valid
5		Y5	0.794	0.254	Valid

Source: Primary data processed 2024

It can be seen that if r count > r table, then the variable is said to be valid. Based on table 1. Shows that all statements of r count results > r table, then the variables used in this study are declared valid.

Table 2. Reliability Test

Variables	Alpha (a)	Standard	Information
Product *Display*	0.842	0.60	Reliable
Product Completeness	0.842	0.60	Reliable
Price	0.842	0.60	Reliable
Location	0.842	0.60	Reliable
Store Atmosphere	0.842	0.60	Reliable

Defense Decision	0.842	0.60	Reliable

Source: Primary data processed 2024

Based on table 2, it can be seen that all research variables, namely product *display* , product completeness, price, location and *store atmosphere* have a *Cronbach Alpha value >* the standard value of 0.60, so it can be concluded that the statements in this study are all reliable variables.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters [a,b]	Mean	0E-7
	Std. Deviation	1.56706563
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.049
Kolmogorov-Smirnov Z		.589
Asymp. Sig. (2-tailed)		.878

Source: primary data processed 2024

Based on Table 3, namely *the one-sample Kolmogorov-Smirnov Test,* shows that the results obtained are 0.878 > 0.05, so it can be concluded that the residual value is normally distributed.

Table 4. Multicollinearity Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.652	1,319		-1.252	.216		
	TOTALX1	.288	.215	.147	1,344	.184	.225	4.442
	TOTALX2	.476	.171	.350	2,790	.007	.170	5,899
	TOTALX3	.165	.128	.151	1.287	.203	.194	5.155
	TOTALX4	.372	.121	.354	3,090	.003	.204	4.894
	TOTALX5	-.031	.171	-.021	-.179	.858	.194	5.142

a. Dependent Variable: TOTALLY

Source: Primary data processed 2024

Based on table 4, it can be seen that the tolerance value of the five variables, namely, product *display* , product completeness, price, location, and *store atmosphere* is more than 0.10 and the VIF value is more < than 10.0, so it can be concluded that all variables do not experience multicollinearity.

Table 5. Heteroscedasticity Test

Coefficients ª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.276	.782		2,909	.005
	Product Display	.213	.127	.455	1,676	.099
	Product Completeness	-.027	.101	-.083	-.266	.791
	Price	-.052	.076	-.202	-.689	.494
	Location	-.013	.071	-.051	-.180	.858
	Store Atmosphere	-.116	.102	-.334	-1.143	.258

Source: Primary data processed 2024

Based on table 5, it is known that in the " *coefficients" table* for the five variables, namely product *display* , product completeness, price, location, and *store atmosphere,* the significance value results are > 0.05, so it can be concluded that there is no heteroscedasticity.

Table 6. Multiple Linear Regression Analysis

Coefficients ª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.652	1,319		-1.252	.216
	Product Display	.288	.215	.147	1,344	.184
	Product Completeness	.476	.171	.350	2,790	.007
	Price	.165	.128	.151	1.287	.203
	Location	.372	.121	.354	3,090	.003
	Store Atmosphere	-.031	.171	-.021	-.179	.858

Source: Primary data processed 2024

Based on table 6, the results above show that a multiple linear regression equation was obtained with the variables product *display* (X1), product completeness (X2), price (X3), location (X4), *store atmosphere* (X5), and purchasing decision (Y) as follows:

$$Y = -1{,}652 + 0{,}288X_1 + 0{,}476X_2 + 0{,}165X_3 + 0{,}372X_4 - 0{,}031X_5$$

It can be concluded as follows:

1. The constant from the equation above is obtained as a constant value of -1.652, meaning that if the product *display* , product completeness, price, location and *store atmosphere* are assumed to have a value of 0, then the purchasing decision at Toko Ramai Jaya is negative.
2. *display* obtained a constant value of 0.288, meaning that if the product *display* is good, the purchasing decision at the Rama Jaya Store is positive, assuming other variables are constant.
3. The completeness of the product obtained a constant value of 0.476, meaning that the more complete the products offered, the stronger the purchasing decision at Toko Ramai Jaya.
4. The price obtained a constant value of 0.165, meaning that the more affordable the price, the more positive the purchasing decision at Toko Ramai Jaya.
5. The location obtained a constant value of 0.372, meaning that if the location is more strategic and easy to access, the purchasing decision at Toko Ramai Jaya will be positive.
6. *Store atmosphere* obtained a constant value of -0.031, meaning that if *the store atmosphere* changes, the purchasing decision at Toko Ramai Jaya will be negative.

Table 7. Analysis of Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ª	.856	.842	1,638

Source: Primary data obtained in 2024

Based on table 7 shows that the coefficient of determination (R^2) is 0.842. This shows that the change in the purchasing decision variable (Y) 84.2% can be explained by the product *display variable* (X1), product completeness (X2), price (X3), location (X4), *store atmosphere* (X5), while the remaining 100% - 84.2% = 15.8% is explained by other variables not examined in this study.

Table 8. t-test (partial)

Coefficients ª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.652	1,319		-1.252	.216
	Product Display	.288	.215	.147	1,344	.184
	Product Completeness	.476	.171	.350	2,790	.007
	Price	.165	.128	.151	1.287	.203
	Location	.372	.121	.354	3,090	.003
	Store Atmosphere	-.031	.171	-.021	-.179	.858

Source: Primary data obtained in 2024

Based on table 8, it can be seen that the magnitude of the influence of each independent variable on the dependent variable is:

1. If t count 1.344 < from t table 2.004 and sig 0.184 > 0.05 then ho is accepted and ha is rejected. This means that there is no effect between the product *display variable (X1) and* the purchasing decision variable (Y).

2. If t count 2.790 > from t table 2.004 and sig 0.007 < 0.05 then ho is rejected and ha is accepted.

This means that there is a significant influence between the product completeness variable (X2) on the purchasing decision variable (Y).

3. If t count 1.287 < from t table 2.004 and sig 0.203 > 0.05 then ho is accepted and ha is rejected. This means that there is no effect between the price variable (X3) and the purchasing decision variable (Y).

4. If t count 3.090 > from t table 2.004 and sig 0.003 < 0.05 then ho is rejected and ha is accepted. This means that there is a significant influence between the location variable (X4) on the purchasing decision variable (Y).

5. If t count - 0.179 < from t table 2.004 and sig 0.858 > 0.05 then ho is accepted and ha is rejected. This means that there is no effect between the *store atmosphere variable* (X5) on the purchasing decision variable (Y).

Table 9. F test (simultaneous)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	858,047	5	171,609	63,960	.000 [b]
1	Residual	144,886	54	2,683		
	Total	1002.933	59			

Source: Primary data processed 2024

Based on table 9, it can be seen that the results of the linear regression analysis above can be concluded from the Hypothesis Test as follows:

1. The sig. value of simultaneous X variables (0.000) < from the standard sig. value (0.05). So that the product *display variables* (X1), product completeness (X2), price (X3), location (X4) and *store atmosphere* (X5) have a significant effect on purchasing decisions (Y).

2. The calculated F value (63.960) > from the F table value (2.380). So that the product *display variables* (X1), product completeness (X2), price (X3), location (X4) and *store atmosphere* (X5) have a significant effect on purchasing decisions (Y).

DISCUSSION

The Influence of Product *Display* (X1) on Purchasing Decisions (Y)

From the results of the study, it can be seen that the Product *display* (X1) does not affect the purchasing decision (Y), this can be seen from the t-count of 1.344 <from the t table 2.004 and sig 0.184> 0.05, it can be concluded that although some consumers agree with the product *display* , many consumers are also neutral with the arrangement in the Ramai Jaya Store. Product *display* is not a factor considered by respondents who buy products at the Ramai Jaya store. This is also due to the actual condition of the product *display* because they directly ask the flight attendant to ask about the desired product so they don't need to go around so it doesn't take long to find the product. So the product *display at the* Ramai Jaya Store has no effect. This is contrary to the statement from the research results of Nasution, 2023, Sugita, 2022, Seuk, M 2021, stating that there is a partial influence of product *display* on purchasing decisions.

The Influence of Product Completeness (X2) on Purchasing Decisions (Y)

From the results of the study, it can be seen that the completeness of the Product (X2) has a significant effect on purchasing decisions (Y), this can be seen from the t-count of 2.790> from the t table 2.004 and sig 0.007 <0.05 , it can be concluded that most consumers are women who are interested in making purchases at the Ramai Jaya Store because there are types of brands, diversity of product sizes and quality that were not initially available and now the types and diversity have emerged as points for consumers to shop at the Ramai Jaya Store. So that the completeness of the product at the Ramai Jaya store has a significant effect on purchasing decisions. This is the same as the research results of Nasution, 2023, and Vigit, BP 2021, stating that there is a partial influence of product completeness on purchasing decisions, but in contrast to the research results of Senjani, DA 2020, state that Product Completeness does not have a significant influence on Purchasing Decisions.

Influence of Price (X3) on Purchasing Decisions (Y)

From the research results it can be seen that price (X3) does not influence purchasing decisions (Y), this can be seen from the t-count of 1.287 < from the t-table of 2.004 and sig 0.203 > 0.05, it can be concluded that even though some consumers agree with the price but also many consumers are neutral with the prices in the Ramai Jaya store. This means that respondents buy products without considering the price, because the price offered is already affordable, so respondents do not see the price of the product in the Ramai Jaya store, so the price in the Ramai Jaya store has no effect on purchasing decisions. This is in contrast to the research results of Kosamah, E. 2023, Sugita 2022, Sunjani, D. A 2020, stating that there is a partial influence of price on purchasing decisions.

Influence of Location (X4) on Purchasing Decisions (Y)

From the results of the study, it can be seen that location (X4) has a significant effect on purchasing decisions (Y), this can be seen from the t-count of 3.090> from the t table of 2.004 and sig 0.003 <0.05 , it can be concluded that most consumers are women and are interested in making purchases at the Rami Jaya store because of the strategic location that makes it easy for consumers to find the store also because the store is on the side of the road so that it is clearly visible from the side of the road, and the existence of a large, safe and comfortable parking area makes consumers feel undisturbed by the presence of motorbikes or cars parked. So that the location of the Ramai Jaya Store has a significant effect on purchasing decisions. This is in line with the research results of Kosamah, E. 2023, Sugita 2022, Sunjani, D. A 2020, stating that there is a partial influence of location on purchasing decisions.

The Influence of *Store Atmosphere* (X5) on Purchasing Decisions (Y)

From the results of the study, it can be seen that *store atmosphere* (X5) does not affect purchasing decisions (Y), this can be seen from the t-count of -0.179 <from t table 2.004 and sig 0.858> 0.05,

it can be concluded that although some consumers agree with *the store atmosphere* such as the room area feels wide, the shop sign is very clear, the lighting is bright and clean enough, and the arrangement of the road when consumers pass by is already satisfied, meaning that respondents do not pay much attention to things that are not related to the product, it could be that *the store atmosphere* has been arranged so well that respondents do not pay attention to the atmosphere of the store or the place to pass by, so that *the store atmosphere* at Toko Ramai Jaya Rambipuji Jember has no effect. This is contrary to the results of research by Gosaroh, R. (2023) and Putri AH (2022) which stated that there is a partial influence *of store atmosphere on purchasing decisions.*

The Influence of Product *Display* (X1), Product Completeness (X2), Price (X3), Location (X4), and *Store Atmosphere* (X5) on Purchasing Decisions (Y)

Based on the research results, it can be seen from the results of the F test that the sig result is 0.000 which is smaller than 0.05, and the F table value is 2.383 <from the calculated F of 63.960, thus this research proves that the five variables, namely Product *Display* (X1), Product Completeness (X2), Price (X3), Location (X4), and *Store Atmosphere* (X5) together or simultaneously become factors that influence purchasing decisions (Y).

CONCLUSION

1. Partial product *display* does not influence purchasing decisions, meaning that product *display* such as product layout and neatness of arrangement are not factors considered by respondents who purchase products at the Ramai Jaya store.

2. Partial product completeness has a significant effect on purchasing decisions, meaning that the products offered by the Ramai Jaya store include complete products, types of brands, and a variety of sizes that make product completeness very influential on purchasing decisions.

3. Price partially does not influence purchasing decisions, meaning that respondents buy products without considering the price, because the price offered is already affordable, so respondents do not look at the price of the product at the Ramai Jaya store.

4. Location partially has a significant influence on purchasing decisions, meaning that a strategic location that is easy to reach, located on the side of the road is one of the factors influencing purchasing elements.

5. *Store atmosphere* partially does not influence purchasing decisions, because respondents do not pay much attention to things that are not related to the product, it could be that *the store atmosphere* has been arranged so well that respondents do not pay attention to the store atmosphere or the place to pass by.

6. Product *display* , product completeness, price, location and *store atmosphere* simultaneously influence purchasing decisions, meaning that consumers make purchases when the product layout is appropriate, has a complete range of product diversity, offers relatively cheap prices, a strategic location with a large parking area and very good lighting in the store and a very large area for passing by.

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