



## The Effect of Product Completeness, Service and Store Location on Consumer Purchase Interest (Case Study at Bukupena Kartasura Store)

Widia Priatna<sup>1\*</sup>, Agus Suyatno<sup>2</sup>, Indra Hastuti<sup>3</sup>

Duta Bangsa University

**Corresponding Author:** Widia Priatna [h19widia19.wp@gmail.com](mailto:h19widia19.wp@gmail.com)

---

### ARTICLE INFO

*Keywords:* Completeness of Products, Services, Store Locations and Consumer Buying Interests

*Received :* 4 July

*Revised :* 19 July

*Accepted:* 20 August

©2023 Priatna, Suyatno, Hastuti: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)



### ABSTRACT

The purpose of this study was to find the effect of product completeness on consumer buying interest, the effect of service on consumer buying interest and the effect of store location on consumer buying interest at Bukupena Kartasura. The method used is a quantitative research method with simple linear regression analysis using a Likert scale in the SPSS version 26 software application. The results of the study conclude that the product completeness variable simultaneously influences consumer buying interest, service variables have a positive effect on consumer buying interest and store location. has a positive effect on consumer buying interest at Bukupena Kartasura Store so that these three variables most influence consumer repurchase intention for products sold at Bukupena Kartasura Store

---

## INTRODUCTION

Buying interest is something that arises after receiving stimulation from the product he sees, then the desire to buy and own it arises. In the field, there are many consumers who buy a product because they see the brand, whether the product is complete or not, the location is easy to reach or not and usually it is also found that the services provided when we buy a product can affect our buying interest. The biggest activity that influences when consumers will buy a product is usually because the product is attractive and it generates our buying interest in the product.

The purpose of this study was to find out whether product completeness influences consumer buying interest, does service affect consumer buying interest, does store location affect consumer buying interest and to find out what the meaning of product completeness, service, store location and consumer buying interest is.

Consumer behavior that wants an item to fulfill a desire or need is commonly referred to as buying interest. One of the important points for consumers when they are going to buy a product is what they are buying the product for. (Anjarwan, 2018).

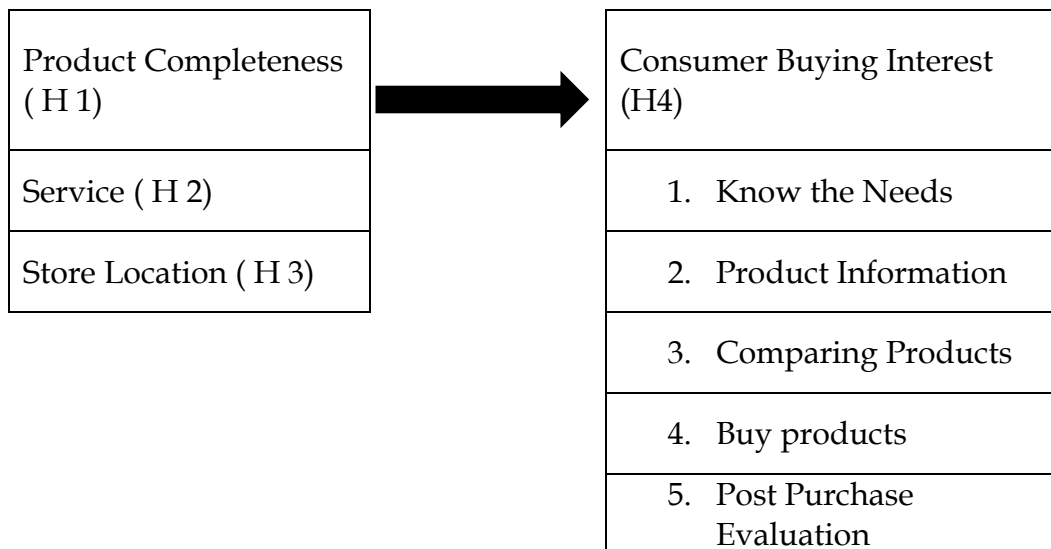
## LITERATURE REVIEWS

H1 = There is an effect of Product Completeness (X1) on Consumer Purchase Interest (Y)

H2 = There is an influence of Service (X2) on Consumer Purchase Interest (Y)

H3 = There is an effect of Store Location (X3) on Consumer Purchase Interest (Y)

H4 = There is an influence of Product Completeness (X1), Service (X2) and Store Location (X3) simultaneously on Consumer Purchase Interest (Y)



Picture 1. Conceptual Framework

## METHODOLOGY

The research method used in this study uses a quantitative research method with a simple linear regression analysis method with a Likert scale as a reference for assessment and the application of SPSS version 26 to process the data. The data obtained in this study is the result of distributing questionnaires via Google form to Bukupena Kartasura shop consumers, after which the data is processed into excel and entered in the SPSS version 26 application to determine its validity, reliability, heteroscedasticity, multicollinearity, normality up to the t test and f so that researchers can know the final results of the influence of product completeness, service, and store location variables on consumer buying interest . Data is presented in the form of tables, figures, histograms and graphs.

## RESULTS

From the results of the partial test it was found that in this study the significance value for the effect of x1 was 0.002, x2 was 0.001 and x3 was 0.002 which means the significance of the variable product completeness, service and store location, the t table value is less than 0.005 so it can be concluded that x1 , x2 and x3 are accepted or the hypothesis is accepted, so there is an effect of x1, x2 and x3 on y

Table 1. Testing T Table

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,858	,704		2,637	,009
	KELENGKAPAN PRODUK(X1)	,300	,095	,307	3,169	,002
	PELAYANAN(X2)	,303	,088	,310	3,434	,001
	LOKASI TOKO(X3)	,312	,097	,314	3,217	,002

a. Dependent Variable: MINAT BELI(Y)

The following is the calculation for determining the t table:

$$t \text{ table} = t(a/2; nk-1) = t(0.025; 117) = 1.98045 (1)$$

From the processing results of the r table, it can be seen that the significance value simultaneously of the three variables from the completeness of the product, service, and store location to consumer buying interest is 0.000 and the calculated f value is 142,505, which means more than the f table value, it can be concluded that there is an influence x1, x2, and x3 on consumer buying interest.

Table 2. Testing R Table

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1293,103	3	431,034	142,505	,000 <sup>b</sup>
	Residual	353,889	117	3,025		
	Total	1646,992	120			

a. Dependent Variable: MINAT BELI(Y)

b. Predictors: (Constant), LOKASI TOKO(X3), PELAYANAN(X2), KELENGKAPAN PRODUK(X1)

The following is the calculation of determining the F table:

$$F \text{ table} = F(k; nk) = f(3; 118) = 2.68 (2)$$

## DISCUSSION

The results of the research analysis stated that product completeness, service and store location had a positive and significant effect because some consumers of Bukupena Kartasura shops did buy goods because they saw many kinds, types, colors, brands sold at Bukupena Kartasura Store and then at Bukupena Kartasura Store the place was quite spacious for parking and convenient for choosing the desired product so consumers like to spend hours just shopping at Bukupena Kartasura Store. The service provided by Bukupena Kartasura Store employees really helps customers find the items they need, then the service is very friendly and pleasant so that it adds positive value to the name of the store so that Bukupena Kartasura Store is not only known for its complete range of goods but also for its wide location, easy to find, the service is very friendly. That is the reason why the completeness of products, services and store locations can affect consumer buying interest at Bukupena Kartasura

## CONCLUSION AND RECOMMENDATION

The effect of product completeness on consumer purchasing preferences at Bukupena Kartasura Store produces valid data or can be considered influential, namely consumers of Bukupena Kartasura Shop argue that at Bukupena Kartasura Shop all products are complete in terms of color, type, brand so that consumers are satisfied when shopping at the shop Bukupena Kartasura .

The effect of service on consumer purchasing preferences has a positive effect on the Bukupena Kartasura store, making the Bukupena Kartasura store known to everyone not only because of its crowds but also because of its friendly, responsive service and always helping consumers meet their needs. make consumers happy shopping at Bukupena Kartasura store.

The influence of store location on consumer purchasing preferences also has a positive impact on Bukupena Kartasura Store because with a large parking area, the store's location is close to schools, easy access from all directions adds to the attractiveness of consumers to visit Bukupena Kartasura Store .

## SUGGESTIONS

This research is limited by explaining the theory regarding the completeness of products, services, store locations and consumer buying interest so that writers and readers can develop more important points in consumer buying interest and hopefully can become reference material for further research.

## REFERENCES

- Anggareni, J. Patricia, D and Mukery W. (2016). THE EFFECT OF PRODUCT DIVERSITY, SERVICE QUALITY AND STORE ATMOSPHERE ON IMPULSE BUYING AT CASSANOVA BOUTIQUE, SEMARANG. JOURNAL OF MANAGEMENT. Vol.2, No.2.
- Anjarwan, S. (2018). THE INFLUENCE OF PRODUCT COMPLETENESS, PRICE PERCEPTION AND LOCATION ON CUSTOMER SATISFACTION AT NEW DM 1 PLERET SHOP, BANTUL, YOGYAKARTA. In Dewantara Ecobis Journal (Vol. 1, Issue 3).
- Asep, Hermawan. (2005). QUANTITATIVE PARADIGM BUSINESS RESEARCH. Jakarta: Gramedia.
- Aziz, A. (2018). RETAIL STORE EFFECTIVENESS IN AFFECTING PURCHASE DECISIONS. Business and Accounting Research (IJEBAAR) Peer Reviewed-International Journal, 5. <https://jurnal.stie-aas.ac.id/index.php/IJEBAAR>
- Dr. dr. Agustinus Johanes Djohan, MMF (2021). PURCHASE MANAGEMENT & STRATEGY. Media Nusa Creative (MNC Publishing). <https://books.google.co.id/books?id=rnNMEAAAQBAJ>
- Dr. Hj. Rahmawati, SEMMCPSCMA, & Mulawarman, U. (2022). What are the Research Variables in the Field of Marketing ??? (Guide for Beginning Researchers). Mulawarman University. <https://books.google.co.id/books?id=-3KcEAAAQBAJ>
- Dwi, P., Sari, R., Mangabarani, AS, & Husniati, R. (2019). PROCEEDINGS OF BIEMA Business Management, Economic, and Accounting National Seminar ON INTEREST IN BUYING FASHION PRODUCTS ONLINE IN JAKARTA (STUDY ON ZALORA ONLINE SHOPPING SITE).
- Febitasari, R., & Purwanto, H. (2022). SIMBA BUSINESS MANAGEMENT AND ACCOUNTING INNOVATION SEMINAR 4 Business Management and Accounting Innovation Seminar (SIMBA) 4.
- Febri, TD (2020). Spss Applications in Business Management Research. Bandung: Media Science Indonesia.
- Indrasari, Dr. Meithiana. (2019). MARKETING AND CUSTOMER SATISFACTION. Unitomo Press.

[http://repository.unitomo.ac.id/2773/1/PEMASARAN%20DAN%20KEP  
UASAN%20PELANGGAN.pdf](http://repository.unitomo.ac.id/2773/1/PEMASARAN%20DAN%20KEP<br/>UASAN%20PELANGGAN.pdf)

Indrawan and Yaniawati. (2016). Research methodology. Bandung: Pt. Aditama Refika.

Kotler, Philip and Kevin Lane Keller. (2016): MARKETING MANAGEMENT. 15th Edition New Jersey: Pearson Pretice Hall. Inc.

Kurniawan, A. (2014). Research Methods for Economics and Business: Theory, Concept, and Practice of Business Research. Bandung: Alfabet.

Kurniawan, R., & Yuniar Aisah Krismonita, and. (2021). Coopetition: Scientific Journal of Management The Influence of Product Completeness and Location on Consumer Purchase Interest at Giant Express Sukabumi (Case Study of Giant Express Sukabumi consumers).

Kurniawati, E., & Fuadi, S. (2021). The Effect of Service, Price, Promotion and Location on Customer Satisfaction at Kedai Kha's Simbarwaringin.

Nurzana, N., Business Administration, P., Business Administration, J., Negeri Bengkalis, P., & Bathin Alam-Sei Alam, J. (2021). Inovbiz The Influence of Product Completeness on Consumer Purchase Decisions at Supermarkets 88 Bengkalis (Case Study on Bengkalis City Community). [www.ejournal.polbeng.ac.id/index.php/IBP](http://www.ejournal.polbeng.ac.id/index.php/IBP)

Purbohastuti, A. Wahyuni, & Hidayah, AA (2020). INCREASING INTEREST IN BUYING SHOPEE PRODUCTS THROUGH CELEBRITY ENDORSER. Journal of Applied Business, 4(1), 37-46. <https://doi.org/10.24123/jbt.v4i1.2480>

Rusdi, AHP (2016). THE EFFECT OF PRODUCT INNOVATION AND PRICE ON INTEREST TO BUY THE ALL NEW YARIS (STUDY AT TOYOTA AUTO2000 WARU SIDOARJO).

Siyoto, S., & Sodik, MA (2015). BASIC RESEARCH METHODOLOGY. Literacy Media Publishing. <https://books.google.co.id/books?id=QPhFDwAAQBAJ>

Tjiptono, F., & Diana, A. (2022). CUSTOMER SATISFACTION MANAGEMENT AND STRATEGY. Publisher Andi. [https://books.google.co.id/books?id=\\_H6REAAAQBAJ](https://books.google.co.id/books?id=_H6REAAAQBAJ)