THE INFLUENCE OF PRICE PERCEPTION, PRODUCT DIVERSITY, AND COMPANY LOCATION ON PURCHASING DECISIONS AT MUTIARA CAHAYA MEJASEM TEGAL REGENCY

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ABSTRACT

This study aims to determine the effect of perceived price, product diversity, and location on purchasing decisions at Mutiara Cahaya Mejasem Tegal Regency. The hypotheses in this study are: 1) Price perception partially affects the purchase decision of Mutiara Cahaya Mejasem Tegal Regency, 2) Product diversity partially affects the purchasing decision of Mutiara Cahaya Mejasem Tegal Regency, 3) Location partially affects the purchasing decision of Mutiara Cahaya Mejasem Tegal Regency, 4) Price Perception, Product Diversity, and Location simultaneously influence the purchasing decision of Mutiara Cahaya Mejasem Tegal Regency.

The population in this study were consumers of Mutiara Cahaya Mejasem Tegal Regency. The sample in this study amounted to 100 respondents with certain criteria using the accidental sampling method. The data source in this study is primary data obtained directly from filling out questionnaires given to respondents. Data collection techniques using a questionnaire or questionnaire method. The data analysis methods used are validity test, reliability test, classical assumption test, multiple linear regression analysis, hypothesis testing, and coefficient of determination.

The results of this study indicate that the price perception variable has a significant effect on purchasing decisions at Mutiara Cahaya Kab. Tegal. The product diversity variable has a negative effect on purchasing decisions at Mutiara Cahaya Kab. Tegal. While the location variable has a significant effect on purchasing decisions at Mutiara Cahaya Kab. Tegal.

Keywords: Price Perception, Product Diversity, Location, Purchase Decision

ABSTRACT

This study aims to determine the influence of price perception, product diversity, and location on purchasing decisions in Mutiara Cahaya Mejasem Tegal Regency. The hypotheses in this study are: 1) Price Perception Exactly Affects the Purchase Decision of Mutiara Cahaya Mejasem Tegal Regency, 2) Product Diversity Partially Affects the Purchase Decision of Mutiara Cahaya Mejasem Tegal Regency, 3) Location Partially Affects the Purchase Decision of Mutiara Cahaya Mejasem Tegal Regency, 4) Price Perception, Product Diversity, and Location simultaneously affect the purchase decision of Mutiara Cahaya Mejasem Tegal Regency.

The population in this study is consumers of Mutiara Cahaya Mejasem Tegal Regency. The sample in this study is 100 respondents with certain criteria using *the accidental sampling* method. The source of data in this study is primary data obtained directly from filling out questionnaires given to respondents. The data collection technique uses a questionnaire or questionnaire. The data analysis methods used are validity test, reliability test, classical assumption test, multiple linear regression analysis, hypothesis testing, and determination coefficient.

The results of this study show that the variable of price perception has a significant effect on the purchase decision in Mutiara Cahaya Regency. The variable of product diversity has a negative effect on the purchase decision in Mutiara Cahaya Tegal Regency. Meanwhile, the location variable has a significant effect on the purchase decision in Mutiara Cahaya Regency.

Keywords: Price Perception, Product Diversity, Company Location, Purchase Decision

A. INTRODUCTION

Humans have several needs in survival including needing clothing and food, therefore society needs a place as a means of support. In order to meet the needs of the community, a market is needed. Humans will go to the market which is one of the places where the buying and selling of goods and services occurs, in addition, the market is a place where social relations between sellers and buyers occur. The seller and buyer can transact or agree on a sale and purchase agreement. The agreed transaction includes the goods, the seller, the buyer, and the price of the goods. In addition, in the market, it is also possible to bargain with the aim that the price of the desired item can be agreed upon by both the seller and the buyer, which creates business competition between sellers and sellers (Napik et al., 2018).

In doing business, competition is one of the major risks that must be faced by business people. Competition in the business world is a thing that will definitely happen and cannot be avoided. No matter how special the product or service being sold, there will always be other companies that are in a similar industry. Business competition refers to competition between companies that provide similar products or companies that have the same target consumer. The goal is to convert and retain customers, increase revenue, and get more consumers in the market (Wibowo et al., 2018). Of course, there are things that must be considered by business actors in analyzing business competitors. By conducting analysis, business actors can understand market conditions better, anticipate what competitors will do, and create more practical marketing planning.

Tegal is a central industrial area, where there are many shopping places and one of them is the Mutiara Cahaya supermarket. Mutiara Cahaya is a company engaged in the sale of household needs, one of which is basic necessities, household appliances, fashion and other necessities. Mutiara Cahaya Supermarket is located in Sibata, West Mejasem, Kramat District, Tegal Regency. Mutiara Cahaya has the purchasing power of consumers to make purchase transactions with factors such as cheap and affordable prices, a variety of products and strategic supermarket locations so that consumer purchasing power will affect the consumer's purchase decision. Below is the data on the expenditure of goods at MC Mejasem in 2021.

Table 1

2021 Sales Data

Moon	Products Sold/pcs	Percentage (%)

January	32.845	**6,80%**
February	26.065	**5,39%**
March	52.289	**10,82%**
April	58.967	**12,20%**
May	64.283	**13,30%**
June	48.157	**9,97%**
July	40.579	**8,40%**
August	36.792	**7,61%**
September	31.022	**6,42%**
October	28.537	**5,91%**
November	38.320	**7,93%**
December	25.348	**5,25%**
Total	**483.204**	**100%**

Source: Mutiara Cahaya Mejasem Tegal Regency

Based on the table above, being able to understand consumer needs is a very important part of a marketing strategy. Every product or service should ideally benefit consumers. These uses will not be achieved, unless there are consumer needs or problems that are resolved. The way to understand consumer needs is seen from the purchase decision from consumers which generally occurs when awareness of a problem turns into an urgent need. The purchase decision is to buy the most preferred brand, but two factors can be between the purchase intent and the purchase decision. According to Kotler & Armstrong (2008:181) in Rusli (2017) the purchase decision is a stage in the buyer's decision-making process where the consumer actually buys. To make a decision, buyers also pay attention to factors such as price, product diversity, and also the location. By looking at these factors, consumers can make purchase decisions at Mutiara Cahaya Mejasem supermarkets.

Problem Formulation

Based on the background of the problem that has been described by the researcher above, the formulation of the problem in this study is how MC Mejasem can improve purchasing

decisions through Price Perception, Product Diversity and Company Location. The questions that can be asked are as follows:

1. Does price perception affect the purchase decision at Mutiara Cahaya Mejasem Tegal Regency?

2. Does product diversity affect the purchase decision at Mutiara Cahaya Mejasem Tegal Regency?

3. Does the company's location affect the purchase decision at Mutiara Cahaya Mejasem Tegal Regency?

4. Is there a simultaneous influence of the perception of product diversity, price, and company location on purchasing decisions at Mutiara Cahaya Mejasem Tegal Regency?

Research Objectives

Based on the formulation of the problem above, the objectives of this research are as follows:

1. To find out the influence of price perception on purchase decisions on Pearl of Light.

2. To find out the influence of product diversity on purchasing decisions at Mutiara Cahaya.

3. To find out the influence of the company's location on the purchase decision at Mutiara Cahaya

4. To find out the simultaneous influence of price perception, product diversity, and company location on purchasing decisions at Mutiara Cahaya Mejasem.

B. THEORETICAL FOUNDATIONS

Purchase Decision

According to Etta Mamang Sangadji (2013:335) stated that "Consumer purchase decisions begin with stimuli which are then influenced by environmental factors such as social, cultural, personal, and psychological factors, and influence consumers in choosing products with certain brands".

Based on the quote, it can be concluded that the purchase decision is the behavior of consumers in taking an action to decide on the purchase of the product they will consume by choosing between various alternative options or more which starts from stimulus actions that are influenced by several factors such as social, cultural, personal, and psychological factors so that consumers are faced with various alternative choices such as products, the brand, the seller, and the time of purchase.

Perception

Price is the amount of sacrifice made by consumers to obtain a product or service they need (Zeithaml, 1988). Kotler and Keller (2009) identify that price is one of the important factors that can affect consumer behavior in buying brands, because a good or service must have value. While the value itself is based on the price, which is a benchmark of the goods and services concerned. Philip Kotler (2006) suggests that the sale of high-quality products is likely to be marked based on high prices as well.

Product Diversity

Product *assortment* is a collection of all products and goods that a particular seller offers to buyers. Product diversity consists of the completeness of the products and goods sold, the variety of brands sold, the variety of sizes sold, the availability of products sold (P. and K. L. Kotler & Keller, 2007). Product diversity is a variety of different products, but they have complex relationships and functions (P. Kotler, 2015). According to Hidayat (2020) in Komariah (2021), the more product variants, the more value in the minds of consumers.

Location

Location is the main factor in choosing a store according to Christina Whidya (2017:113). Determining a particularly good location is very challenging for competitors. Location is the initial activity that must be carried out before the company starts operating. Choosing the right location where retailers decide on the products to sell based on what their target market wants to buy.

C. RESEARCH METHODS

Type of Research

This study uses a quantitative method to obtain information by testing a predetermined hypothesis. According to Sugiyono (2018; 13) Quantitative data is a research method based on positivism (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion.

Population and Sample

The population in this study is consumers of Mutiara Cahaya Mejasem Tegal Regency. The sample in this study is 100 respondents with certain criteria using *the accidental sampling method.*

Data Collection Techniques

The data collection technique used is using a questionnaire (questionnaire). Questionnaire is a method of collecting data by sharing a list of questions with respondents.

Variable Operations

There are 2 types of variables, namely dependent variables and independent variables, namely:

1. Dependent Variable(Y)
   - ➔ Purchase Decision, which has dimensions:
     - o Product selection
     - o Brand selection
     - o Distributor options
     - o Timings
     - o Purchase amount

2. Independent Variable (X)
   - ➔ Price Perception (X_1), which has dimensions:
     - o Quality
     - o Benefit
     - o Compete
   - ➔ Product Diversity (X_2), which has dimensions:
     - o Wide
     - o Depth
     - o Extent
     - o Consistency
   - ➔ Location (X3), which has dimensions:
     - o Access
     - o Visibility
     - o Traffic
     - o Milieu

Data Analysis Methods

The method used is to use the multiple linie regression method. Before testing with multiple linear regression analysis, it must first be tested using a classical assumption test to ensure whether the multiple linear analysis method used meets the test requirements. A classical

assumption test must be carried out to test the feasibility of the multiple linear regression model used in this study.

D. RESULTS AND DISCUSSION

1. Classical Assumption Test

   a. Multicollinearity Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.617	1.824		4.175	.000		
PERSEPSI_HARGA	.356	.143	.209	2.492	.014	.518	1.930
KERAGAMAN_PRED	.295	.176	.163	1.678	.097	.387	2.586
LOKASI_PERUSAHAAN	.580	.108	.518	5.349	.000	.388	2.579

Variable Dependent:Keputusan_Pembelian

Source: Primary Data Processed, 2023

Based on the results of the table above, it can be known as follows:

   i. Based on the results of the TOL and VIF analysis, the Price Perception tolerance value was 0.518 > 0.10 and the VIF value was 1.930 < 10 (not affected by the symptoms of Multicollinearity).

   ii. Based on the results of the TOL and VIF analysis, the Product Diversity tolerance value was 0.387 > 0.10 and the VIF value was 2.586 < 10 (not affected by the symptoms of Multicollinearity).

   iii. Based on the results of the TOL and VIF analysis, the tolerance value of the Company's Location was 0.388 > 0.10 and the VIF value was 2.579 < 10 (not affected by the symptoms of Multicollinearity).

   b. Heterokedasticity Test

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.939	1.206		4.096	.000
Persepsi_Harga	-.194	.095	-.274	-2.049	.043
Keragaman_Produk	-.226	.116	-.301	-1.946	.055
Lokasi_Perusahaan	.167	.072	.361	2.335	.022

Variable Dependent: Hetero

Source: Primary Data Processed, 2023

Based on the results of the analysis of the Glejser test, the value of the Sig. variable Price Perception is 0.043 > alpha 0.05; the variable Product Diversity is 0.055 > alpha 0.05; the Company Location variable is 0.022 > alpha 0.05 which means that the regression model is not affected by heterokedasticity symptoms.

c. Autocorrelation Test

	Unstandardized Residual
Test Value[a]	.04154
Cases < Test Value	48
Cases >= Test Value	52
Total Cases	100
Number of Runs	46
Z	-.991
Asymp. Sig. (2-tailed)	.322

Median

Source: Primary Data Processed, 2023

Based on the results of the analysis of the Runs Test Asymp value. Sig. (2-tailed) 0.322 > 0.05 then the data do not contain Autocorrelation.

d. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Standardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.98473193
Most Extreme Differences	Absolute		.103
	Positive		.082
	Negative		-.103
Test Statistic			.103
Asymp. Sig. (2-tailed)			.010c
Monte Carlo Sig. (2-tailed)	Sig.		.222d
	99% Confidence Interval	Lower Bound	.211
		Upper Bound	.233

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tabels with starting seed 2000000.

Source: Primary Data Processed, 2023

Based on the results of the normality test analysis using the Kolmogorov-Smirnov Test, it showed an Asym value. Sig (2-tailed) of 0.010 < alpha 0.05 which means that the data is not normally distributed. But at the Monte Carlo Sig value (2-tailed) of 0.222 > alpha 0.05 which means the data is normally distributed.

2. Multiple Linear Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		

Type	B	Std. Error	Beta	t	Sig.
(Constant)	7.617	1.824		4.175	.000
PERSEPSI_HARGA	.356	.143	.209	2.492	.014
KERAGAMAN_PRODU K	.295	.176	.163	1.678	.097
LOKASI_PERUSAHAAN	.580	.108	.518	5.349	.000

Based on these values, the multiple linear regression equations of price perception, product diversity, and location together on purchasing decisions are:

$Y = 7.617 + 0.356X1 + 0.295X2 + 0.580X3$

Remarks: Y = Bound variable, i.e. Purchase Decision

X1 = Independent variable, i.e. Price Perception

X2 = Independent variable, i.e. Product Diversity

X3 = Independent variable, i.e. Company Location

3. Hypothesis Test

   a. Test t (partial)

   The results of the t-test can be explained as follows:

   1) The t-test value of 2.492 will be compared with the t-table so that the comparison is 2.492 > 1.984. Meanwhile, the value of the Price Perception variable (X1) is 0.014 < 0.05, meaning that H0 is rejected. Based on the test, the H1 hypothesis was accepted. So it can be concluded that there is an influence of Price Perception that partially affects the Purchase Decision.

   2) The t-test value of 1.678 will be compared with the t-table so that the comparison is 1.678 < 1.984. The Sig. value of the Product Diversity variable (X2) is 0.097 > 0.05, meaning that H0 is accepted. Based on the test, the H1 hypothesis was rejected. So it can be concluded that Product Diversity has no effect on Purchase Decisions

   3) The t-test value of 5.349 will be compared with the t-table so that the comparison is 5.349 > 1.984. The Sig. value of the Company Location variable (X3) of 0.000 < 0.05 means that H0 is rejected. Based on the test, the H3 hypothesis was accepted. So it can be concluded that there is an influence of the Company's location partially affecting the Purchase Decision.

   b. Test F (Simultaneous)

   The F test value of 59.589 will be compared with the F table so that the comparison is 59.589 > 2.69. While the value of Sig. is 0.000 in other words the value of Sig. is less than 0.05 or 0.000 < 0.05 which means that H0 is rejected. Based on the results of the F test, H4 was accepted. So, the hypothesis of the simultaneous influence of Price Perception, Product Diversity, and Company Location on Purchase Decisions at Mutiara Cahaya Mejasem Tegal Regency is proven or accepted. Based on the F test that has been carried out, it can be concluded that there is an influence of Price Perception, Product Diversity, and Company Location that simultaneously affects the Purchase Decision of Mutiara Cahaya Mejasem Tegal Regency.

4. Determination Coefficient Test (ADJ R^2)

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807a	.651	.640	2.908

Predictors: (Constant), LOKASI_PERUSAHAAN, PERSEPSI_

PRICE, KERAGAMAN_PRODUK

Source: Primary Data Processed, 2023

The value of the determination coefficient that has been corresponded to the number of variables and the sample size (Adjusted R2) of 0.640 shows that Price Perception, Product Diversity, and Company Location can explain the Purchase Decision by 64.0% while the remaining 36.0% is explained by other variables outside this study.

Based on the data analysis that has been carried out, conclusions can be drawn and concluded in the form of hypotheses for this study. The hypothesis is as follows:

1. The Influence of Price Perception on Purchase Decisions

Statistically quantitative results through the t-test and regression coefficient, it was obtained that the price perception variable (X1) was partially significant at 0.05 because the significant results of the price perception variable were 0.014 < 0.05 and the tcal value was 2.492 > ttable 1.984 which means that the price perception variable partially affected the purchase decision variable at Mutiara Cahaya Mejasem. This can be explained that the variable data on price perception in this study was obtained through the distribution of questionnaires and each item of the questionnaire has been declared valid and reliable so that it has met the pre-test of the research. From the aspect of the regression coefficient, the product price perception variable (X1) has a positive value (0.356), meaning that every increase in the product price perception variable (X1) will be followed by an increase in consumer purchase decisions.

Based on the theoretical view, the implication of this study is that companies should pay attention to the importance of pricing strategies and decisions. This is because price has a direct influence on the total revenue and total costs of a company. Therefore, companies need to carefully consider the factors that affect pricing in order to achieve optimal results (Tjiptono, 2019:291). On the other hand, before a company can develop

an effective pricing strategy, it is important for them to understand the business goals they want to achieve through that pricing strategy. Each different business goal will require a different pricing strategy. The clearer the company knows the business goals it wants to achieve, the easier it is for them to determine the price of their products (sutojo, 2009:203).

The results of the research conducted show that price perception affects purchase decisions. This result is supported by previous research, namely Armenia Armis (2019), Rahmah Juwita (2021) and Salman Paludi and Rahmah Juwita (2021) which resulted in price perception both partially and simultaneously affecting purchase decisions.

2. The Influence of Product Diversity on Purchase Decisions

Statistically quantitative results through t-test and regression coefficient, it was obtained that the Product Diversity variable (X2) was partially significant at 0.05 because the significant results of the Product Diversity variable were 0.097 > 0.05 and the tcal value was 1.678 < ttable 1.980. This means that the second hypothesis is not accepted or rejected, and means that the variable of product diversity has no effect on the purchase decision at Mutiara Cahaya Mejasem.

Ikhwan Research (2015) in mentioning that the views of each consumer are always different, some pay attention in terms of products, prices, and others in choosing a product. This causes the diversity of products presented by the company not always the same as what the market expects, so as a result sometimes the goods sold do not fully sell. In this study, it was found that the diversity of products had negative and insignificant values. Consumer ratings for these products are the same as those from other stores. The absence of major innovation will also have its own bad impact on a store. So the need for innovation to be able to better meet consumer expectations

3. The Influence of Company Location on Purchase Decisions

Statistically quantitative results through the t-test and regression coefficient, it was obtained that the variable of the company's location (X3) was partially significant at 0.05 because the significant result of the variable was 0.000 < 0.05 and the calculated value was 5.349 > ttable 1.984 which means that the variable of the company's location partially affects the variable of the Purchase Decision at Mutiara Cahaya Mejasem According to Kotler and Amstrong (2012) stated that the location (X2) is the sharing of

company activities to make the products produced or sold affordable and available to the target market.

A purchase decision occurs when a consumer understands their wants and needs for a product by evaluating various sources of information, setting purchase goals, identifying alternatives, and finally making a purchase followed by post-purchase behavior. This stage of purchase involves a valuation process where consumers make a choice between the various brands available and form an intent to buy. Consumer behavior plays an important role in their purchasing decision-making.

In the context of marketing, a company's location is a special and unique place where consumers can do shopping activities. This location can be an indoor or outdoor shopping area. Thus, it can be concluded that location refers to a place or location where people can visit it for shopping, such as a shopping mall or a commercial area

4. The variables that have the most influence on the purchase decision

The conclusion of the most influential variable, the results of regression analysis show that the regression coefficient value of the largest company location variable is 0.580 or 58%. A company's location has a significant influence on consumers' purchasing decisions. First, the accessibility factor is the main consideration. Consumers who live in urban areas or crowded shopping centers typically have easier access to a variety of physical stores and shopping centers. They can easily see, feel, and try on the product before buying it. The existence of diverse physical stores also gives them a wider range of options and allows them to compare prices, quality, and product attributes directly before making a purchase decision.

On the other hand, consumers living in rural or remote areas may face accessibility limitations. They may have to travel long distances or rely on long-distance shipping to acquire certain products. These factors can influence their purchasing decisions, as they may have to deal with shipping delays or higher shipping costs. Additionally, they may also have limited access to a variety of certain products and services, which can limit their options. This can affect their trust in online purchases and make them more likely to opt for in-store purchases when possible.

E. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the analysis of the data and its discussion, it can be concluded that:

    a. Price perception has a significant influence on consumer purchasing decisions at Mutiara Cahaya Mejasem.

    b. Product diversity also has a negative influence on consumer purchasing decisions at Mutiara Cahaya Mejasem.

    c. The Company's location also has a significant influence on consumer purchasing decisions in Mutiara Cahaya Mejasem.

    d. Price perception, Product Diversity, and Company Location simultaneously have a significant influence on consumer purchasing decisions at Mutiara Cahaya Mejasem.

Suggestion

Here are some suggestions that are worth delivering based on the analysis of price perception variables, Product Diversity, Company Location, and Purchase Decisions:

    a. It is important to maintain the price of retail products that have received a positive response from most consumers in Mutiara Cahaya Mejasem. Thus, it is recommended that these prices remain competitive so that consumers do not switch to other stores.

    b. Regular evaluation of retail products is essential to ensure product quality and validity. It is recommended to check retail products every week to identify products that have expired or are not suitable for sale.

    c. The company always improves the comfort of the environment.

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