

THE EFFECT OF PRODUCT QUALITY, PRODUCT COMPLETENESS AND EMPLOYEE SERVICE QUALITY ON PURCHASING DECISIONS: STUDY ON HYPER MARKET LEADER CUSTOMERS DILI TIMOR LESTE

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ABSTRACT

Purchasing decisions are important things that need to get the attention of companies selling goods and services. This is of course a challenge for companies engaged in retail in order to retain customers. This study aims to analyze and explain the factors that influence purchasing decisions such as product quality, product completeness, and service quality. To achieve this goal, 100 respondents who are Hyper Market Leader customers are used. The data analysis technique used is multiple linear regression. The results of the analysis show that product quality partially has a significant effect on purchasing decisions at Hyper Market Leader, product completeness partially has a significant effect on purchasing decisions at Hyper Market Leader, and service quality partially has a significant effect on purchasing decisions at Hyper Market Leader. The results also show that the overall product quality is in the medium category, product completeness is in the high category, overall service quality is in the very high category, and overall purchasing decisions are in the high category. For this reason, it is recommended that the product quality variable is expected to provide product guarantees to consumers so that they do not switch to other products. Completeness of Hypermarket Leader merchandise products should be able to increase product completeness by maintaining the superiority of products sold. Hypermarket Leader employees should continue to maintain the quality of their services to consumers so that they are easily recognized and attractive among the wider community.

KEYWORDS: Product Quality, Product Completeness, Service Quality, Purchase Decision

I. INTRODUCTION

In this era, the development of the economy, industry, agriculture, food, trade including retail is getting faster and more competitive. The development of industry, services and trade plays an important role in the development of the economy in a country because the economy is able to provide meaningful changes to people's lives.

In addition, economic development has directly or indirectly affected the economy of Timor Leste in the last twenty years since Timor Leste became an independent country, although economic growth has been slow (Amirullah, 2021). Timor Leste's GDP has increased: 2018 up 2%, 2019: 29.71%, 2020:

6.4%, 2021: 67.77%. There was a decline in 2017 and 2018 due to the unstable political and economic situation(Macrotrends, 2023)..

The growth of small and medium enterprise traders in Timor Leste is increasing year by year. The growth of small and medium-sized business traders in Timor Leste is increasing year by year. According to data from SERVE, I.P., there are many small and large traders including Super Market retailers. Some of them are Lita Super Market, Mei Mart, Grace Super Market, W-Four Super Market, Centro Super Market Kmanek Hyper Market, Dili Mart Super Market, Jacinto Super Market and many more (SERVE, I.P., 2023). This shows that the level of competition between small and large retailers is increasing. To maintain business efforts in winning the competition, marketing strategies are needed, including effective marketing strategies, namely preparing quality products, product completeness and employee service quality so that consumers can make decisions to buy, and choose Hyper Market Leader as a place to shop. Complete products coupled with good service, can influence consumers to make decisions to buy again.

Hyper Market Leader is one of the supermarkets in the city of Dili which is engaged in retail or retail trade whose presence can provide convenience for the community to obtain the goods offered. Hyper Market Leader sells household needs, groceries, clothing, office supplies, sports equipment and has entertainment equipment that further enhances its marketing. The presence of Hyper market Leader is a demand for changes in people's lifestyles, where Hyper Market Leader is one of the shopping centers in Dili City.

The consumer decision-making process is a step-by-step process used by consumers when buying goods or services. Every manufacturer must carry out various strategies so that consumers decide to buy their products. Purchasing decisions are the actions of consumers to want to buy or not the product (Koesoemaningsi, 2013). For this reason, trading companies need to pay attention to purchasing decisions.

Thus, purchasing decisions are a very important factor to be considered and prioritized by business people or company owners. A purchase decision is a person's attitude to buy or use a product, either in the form of goods or services, which he believes will satisfy him and is willing to bear the risks that may arise. Purchasing decisions made by buyers are actually a collection of a number of organized decisions.

To increase consumers who come to Hyper Market Leaders must be able to pay attention to factors that influence purchasing decisions. According to Kanuk et al. (2009: 112), suggesting a purchase decision is the selection of two or more alternative purchasing decision options, meaning that someone can make a decision, several alternative choices must be available. The decision to buy can lead to how the process of making that decision is carried out. Factors that influence purchasing decisions are product quality, service quality and product completeness.

However, based on direct observations of researchers at the Super Market Leader, there are limitations, among others, the quality of daily necessities products is not good, there are also products that are sought after that are not available or incomplete and employee services that are not so friendly, especially at the cashier. By looking at the phenomenon mentioned above, the researcher feels interested in studying the above problems with the title "The Effect of Product Quality, Product Completeness and Employee Service Quality on Purchasing Decisions at Hyper Market Leader Dili, Timor Leste".

II. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS

A. Purchase Decision

According to Salomon and Stuart (2013: 46) the decision to choose is one part of consumer behavior, which means a process that involves a person or group to choose, buy, use, and utilize goods, services, ideas, or experiences to meet needs and desires. According to Kotler and Keller (2016: 192) consumer purchasing decisions are purchasing decisions of individual end consumers and households who buy goods and services for personal consumers.

According to Swastha and Irawan (2012-105), purchasing decisions are consumers' understanding of the wants and needs for a product by assessing existing sources by setting purchase goals and identifying alternatives so that decision making to buy is accompanied by behavior after making a purchase. Meanwhile, according to Tjiptono (2012: 278) consumer purchasing decisions are the selection of one action from two or more alternative choices.

The nature of customer decision making is an incorporation process that integrates and selects interpretations from two or more alternative behaviors (Sangadji and Sopiah, 2018: 121). There are also several steps of purchasing decisions made by customers which then result in a purchase decision or not. Consumer decision making is an integration mechanism that integrates information to determine two or more alternative behaviors and has one of them, according to Nugroho J. Setiadi (2010: 332). A choice, which is cognitively viewed as a desire to act, is the result of this integration process. Market decision-making is an internal practice specifically involved in the purchase and use of products sold by businesses. The purchasing decision process is a customer activity that defines the decision-making process in purchasing a product.

B. Factors Affecting Purchasing Decisions

In accordance with the characteristics of the retail business, Hyper Market Leader is one of the companies in Dili-Timor Leste that sells types of household needs products such as various breads, wet cakes, household equipment and baby equipment (soap, shampoo, hair oil, toothpaste, toothbrushes, pampers, sanitary napkins, mosquito repellent, tissues, air fresheners and detergents), cosmetics, snacks and milk. So that variables such as product quality, product completeness and

service quality, are thought to have the most influence on purchasing decisions at Hyper Market Leader.

The *first* factor, product quality, according to Philip Kotler and Gary Armstrong (2008) a product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want and need. In addition, Kotler and Armstrong (2019: 269) classify products in two product characteristics; consumer and industrial products. Consumer products are products purchased by end consumers for personal consumption (Kotler and Armstrong, 2019: 269). Assauri (2015: 211) states that product quality is the level of ability of a particular brand or product to carry out the functions that according to Kotler and Keller (2016: 143) states that product quality is the ability of an item to provide appropriate results or performance that even exceeds what consumers want.

The *second* factor, product completeness, according to Kotler, product completeness is the availability of all types of products offered to be owned, used or consumed by consumers produced by producers ". Meanwhile, according to dedy in Harahap (2015), product completeness is a completeness that concerns the depth, breadth and quality of the products offered as well as the availability of these products at all times in the store. Product completeness is the activity of procuring goods that are in accordance with the business the store is running (food-based products, clothing, home goods, general products, and others or a combination) to be provided in the store in the appropriate quantity, time, and price to achieve the goals of the store or retail company (Afidzi, 2013). In addition, according to Ma'ruf, the completeness of goods is the process of procuring products that are in accordance with the business the store is running (food-based products, clothing, home goods, general products, and others or a combination) to be provided in the store at the appropriate amount, time, and price to achieve the goals of the store or retail company (Ita et al., 2019). Meanwhile, according to Philip Kotler, the completeness of goods is the availability of all types of goods offered to be owned, used or consumed by consumers produced by a producer (Lesmana & Juwardi, 2017).

The *third* factor, service quality, is the totality of the characteristics of goods and services that demonstrate the ability to satisfy customer needs, both obvious and hidden (Kotler, 2000). Companies must start thinking about the importance of service more carefully through service quality. because it is now increasingly realized that the quality of service to customers is a vital aspect in order to survive in business and win the competition (Tjiptono, 2004). Service quality is also a measure of how good the level of service provided is and in accordance with customer expectations (Lewis and Booms in Tjiptono and Chandra, 2005). Tjiptono (2009: 59) states, service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Tjiptono and Chandra (2009: 119) state that service excellence can be formed through the integration of four pillars of service excellence that are closely related, namely: speed, accuracy, friendliness and comfort of service. Good service quality will increase the level of customer satisfaction, satisfied customers also see the quality of service provided, whether the quality of service is in accordance with expectations or not

(Pasuraman, 1990). The quality of service provided to customers must be much better than expected so that customers are not disappointed. Measurement of service quality in general can be done using the servqual method, which is a term for service quality that has been developed by Pasuraman, Zethaml, and Berry (Pasuraman, 1990).

C. Relationship Between independent Variables and Purchasing Decisions

Based on a review of several studies conducted previously to prove the relationship between independent variables: product quality, product completeness, and service quality, several differences were found as follows:

First, research conducted by Purwantoro (2019) with the title "The Effect of Product Layout Selection, Price, and Product Completeness on Purchasing Decisions at Grace Mart Bangun Jaya Supermarket". The purpose of this study was to determine the effect of product layout, price, and product completeness on purchasing decisions. The equation of this journal lies in the variable used as the dependent variable, namely purchasing decisions. Another equation also lies in the analysis technique used, namely multiple linear regression analysis using research instruments as data collection techniques. The difference lies in this study, which lies in the independent variables used where this journal uses product layout selection as variable X1 and price as variable X2 and also other differences lie in the number of samples used. Research results at Hyper Market Leader show that product quality, product completeness, and service quality simultaneously have a significant effect on purchasing decisions at Hyper Market Leader.

Second, research conducted by Masibbuk et al (2019), with the title "The effect of product completeness, service quality and layout on Purchasing Decisions at Golden Supermarket in Manado City". This study aims to determine the effect of product completeness, service quality and layout on purchasing decisions using the accidental sampling method. The number of samples used was 100 people from consumers who shop at the Super Market leader. The similarity is that there are 4 variables, 3 independent variables and 1 dependent variable, both using the accidental sampling method. The difference is that the sample used was 50 people and the research location in Manado City. While this study used a sample of 100 people and was located in Super Market Leader, Dili, Timor Leste. The results of this study indicate that product quality, and service quality simultaneously have a significant effect on purchasing decisions at Hyper Market Leader.

Third, research conducted by Ratlan Pardede and Tarcicius Yudi Haryadi with the title The Effect of Price Perception and Product Quality on Consumer Purchasing Decisions Mediated by Consumer Satisfaction. This study aims to determine how the effect of price perceptions and product quality on consumer purchasing decisions mediated by consumer satisfaction at the Indomaret mini market in the Rorotan Cilincing Village area, North Jakarta. This research is a quantitative study with a survey approach that tries to find out how the effect of price perceptions and product quality on consumer

purchasing decisions with customer satisfaction as an intervening variable. The sample technique used in this research is accidental technique. Sampling with accidental techniques (accidental sampling) is a sampling technique based on chance or anyone who meets the researcher can be used as a sample, and if the person encountered is deemed suitable as a data source (Sugiyono, 2001: 96). The data collection technique is the questionnaire method. The results showed that product quality has no positive and significant effect on consumer purchasing decisions. While this study used a sample of 100 people and was located in Super Market Leader, Dili, Timor Leste. The results of this study indicate that product completeness and service quality have an effect on purchasing decisions.

Fourth, another study conducted by Tri Widodo with the title The Effect of Product Completeness and Service Quality on Purchasing Decisions at Ada Baru Supermarket in Salatiga City. This study aims to determine the effect of product completeness, service quality on purchasing decisions at Ada Baru Supermarket in Salatiga City. The sample used was 96 people. The results showed that product completeness and service quality had an effect on purchasing decisions. While this study used a sample of 100 people and was located in Super Market Leader, Dili, Timor Leste. The results of this study indicate that product quality, product completeness, and service quality simultaneously have a significant effect on purchasing decisions at Hyper Market Leader.

Based on the background of the problem as well as theoretical and empirical studies, a research model can be made as shown in Figure 1 which shows the relationship between variables and the formulation of research hypotheses as follows:

H1 Product quality affects purchasing decisions at Hyper Market Leader

H2 Product completeness affects purchasing decisions at Hypermarket Leader

H3 Service quality affects purchasing decisions at Hypermarket Leader

H4 product quality, product completeness, and service quality affect purchasing decisions at Hypermarket Leader.



Figure 1: Research hypothesis model

III. RESEARCH METHODS

This research uses quantitative and descriptive quantitative approaches. Quantitative analysis was used to determine and explain as well as prove the research hypothesis. Meanwhile, to find out and explain the profile of respondents based on gender, age, type of work, and income level, simple descriptive analysis is used: average counts and percentages are then interpreted based on data trends and then linked to existing theories.

The determination of the number of samples used in this study was determined using the Slovin formula. According to Aloysius Rangga Aditya Nalendra, et al (2021: 27-28), the Slovin formula is a formula for calculating the minimum sample size if the behavior of a population is not known with certainty. The size of the research sample with the Slovin formula is determined through the error rate value. Where the greater the error rate used, the smaller the number of samples taken. The following is the Slovin formula. The population taken in this study amounted to 115. 356 people and a sample of 100 people was drawn which was used in this study.

IV. RESEARCH RESULTS

Based on descriptive analysis, the product quality variable gets a score of 3.16 which is in the medium category by being influenced by each statement item. In the performance statement, showing the basic working characteristics of the product gets a score of 3.95 with a high category, reliability, reliability shows the probability of the product working properly within a certain period of time gets a score of 2.61 with a medium category, specialty (feature), is an additional feature of the fitus mendat a score of 3.48 with a high category, and durability, showing how long the product will end gets a score of 2.64 with a medium category.

Based on descriptive analysis, the product completeness variable gets a score of 3.84 which is in the high category by being influenced by each statement item, namely a variety of brands, gets a score of 3.92 with a high category, a variety of sizes gets a score of 3.92 with a high category, a variety of quality gets a score of 3.81 with a high category, and the products consumers are looking for are always available gets a score of 3.71 with a high category.

Based on descriptive analysis, the service quality variable gets a score of 4.52 and is in a very high category by being influenced by each statement item. On the Tangibles statement item (Physical evidence). With regard to the physical appearance of service facilities, equipment / equipment, human resources and company communication materials scored 4.64 with a very high category, Reliability. With regard to the company's ability to deliver the services presented accurately received a score of 4.15 in the high category, Assurance. With regard to the knowledge and courtesy of employees and their ability to foster customer trust and confidence scored 4.53 in the very high category, and

Empathy. Means that the company understands the problems of its customers and acts in the interests of customers, as well as providing personal attention to customers and having convenient operating hours scored 4.79 with a very high category.

Based on descriptive analysis, the purchasing decision variable received a score of 3.67 which is in the high category by being influenced by each statement item. In the statement item, the consumer's decision to choose a product received a score of 3.03 in the medium category, the benefits obtained after buying the product received a score of 3.70 in the high category, the consumer's decision to buy after looking for information about the product received a score of 4.01 in the high category, the decision to buy again or not after buying the product received a score of 4.15 in the high category, the consumer's decision to determine the time of purchase received a score of 3.58 in the high category, the consumer's decision to make a payment of 3.05 in the medium category, and the willingness to recommend scored 4.22 very high.

The results of multiple linear regression analysis using the SPSS Version-23 program obtained the results as summarized in Table 1. Based on this table, the regression equation is as follows: $Y = 11.464 + 0.635X_1 + 0.227 X_2 + 0.497 X_3$.

Referring to the equation model, it can be explained as follows: (a) If the variables of product quality, product completeness, and service quality are constant = 0 (unchanged), then the magnitude of the change in purchasing decision variables is 11.464. (b) Variable Coefficient X_1 , If the product quality variable increases by one point (unit), while product completeness and service quality remain, it will cause an increase in purchasing decisions by 0.635. (c) Variable Coefficient X_2 , If the product completeness variable increases by one point (unit), while product quality and service quality remain, it will cause an increase in purchasing decisions by 0.227. (d) Variable Coefficient X_3 , If the service quality variable increases by one point (unit), while product quality and product completeness remain, it will cause an increase in purchasing decisions by 0.497.

Table 1. Multiple Linear Regression Estimation Results: Effect of Product Quality, Product Completeness, and Service Quality on Purchasing Decisions at Hyper Market Leader)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.464	1.624		7.058	.000
X1	.635	.045	.997	14.199	.000

X2	.227	.221	.281	3.328	.007
X3	.497	.051	.729	9.713	.000
R = 0.850	F count = 83.209				
Adjust R Square = 0.714	Probability = 0.000				

The information presented in Table 1 also indicates that all research hypotheses proposed are proven where X1 product quality obtained things of 14.199 with a significant level of 0.000 and a t table of 1.660 ($df = 100 - 3 = 97$). Because the significant value of 0.000 is less than alpha 0.05 ($p < \alpha$) and the t-count is greater than the table ($14.199 > 1.660$), this means that the product quality variable has a positive and significant effect partially on purchasing decisions. The variable X2 product completeness obtained a t-count of 3.328 with a significance level of 0.007 and a t-table of 1.660 ($df = 100 - 3 = 97$). Because the significant value of 0.007 is less than alpha 0.05 ($p < \alpha$) and the t-count is greater than the table ($3.328 > 1.660$), this means that the product completeness variable has a positive and significant effect partially on purchasing decisions. Variable X3 service quality obtained a t-count of 9.713 with a significance level of 0.000 and a t-table of 1.660 ($df = 100 - 3 = 93$). Because the significant value of 0.000 is less than alpha 0.05 ($p < \alpha$) and the t-count is greater than the table ($9.713 > 1.660$), this means that the service quality variable has a positive and significant effect partially on purchasing decisions.

The analysis results in the regression table also indicate that the f test obtained a significant value of 0.000 with an f-count value of 83,209. F-table with degree of freedom $df = n - k = 100 - 3 = 97$, $\alpha = 0.05$, then obtained f-table = 2.70. Because the f-count value is greater than the f-table value ($83,209 > 2.70$) and the significance value of 0.000 is smaller than 0.05, this means that product quality, product completeness, and service quality simultaneously have a significant effect on purchasing decisions at Hyper Market Leader. It is known that the value of R square or what is commonly referred to as the coefficient of determination obtained is 0.714, meaning that 71.4% of the variation that occurs in the high and low purchasing decisions is due to the variable product quality (X1), product completeness (X2), and product quality (X3). The remaining 28.6% is explained by other variables that are not taken into account in this study, with a standard error or Standard Error of Estimate, $Se = 0.902$. In this test, based on the adjusted R-square value obtained of 0.714 which is included in the moderate category so that it can be concluded that the variables of product quality, service quality and product availability have a strong influence on purchasing decisions at Hyper Market Leader.

V. DISCUSSION AND IMPLICATIONS

Based on the results of this study, it can be seen that product quality at Hyper Market Leader has an effect on purchasing decisions. This is evidenced by the results of descriptive analysis where the average achievement of product quality variables is in the medium category by being influenced by each statement item. In the performance statement, indicating the basic operation of product characteristics gets a high category, reliability shows the probability of the product working properly within a certain period of time gets a medium category, specialty (feature), is an additional feature gets a high category, and durability, shows how long the product will end up getting a medium category. The results of this study are in line with the statement put forward by Kotler (2002), which says that purchasing decisions can be influenced by the supporting factors of the product itself, namely product quality. The results of this study are in line with research conducted by Monalis (2015), which says that product quality affects purchasing decisions. The results of this study are also in line with research conducted by Putri (2017), which says that product quality affects purchasing decisions.

The results of this study say that product availability affects purchasing decisions at Hyper Market Leader. This is evidenced by the results of descriptive testing obtained by the average achievement of the product availability variable getting a high category by being influenced by each statement item, namely a variety of brands, getting a high category, varying sizes getting a high category, varying quality getting a high category, and products that consumers are looking for are always available getting a high category. This is in accordance with the theory of Sangadji and Sopiah 2013: 176, Attitude is the essence of a person's feelings of liking or disliking a particular object. Attitude is a response to a person's feelings towards a particular object. Consumer attitudes are responses to consumer feelings that can be in the form of feelings of liking or not towards certain objects, for example, how consumer attitudes towards product performance, how consumer attitudes towards company brands, how consumer attitudes towards product prices, how consumer attitudes towards company product advertisements aired in the mass media and so on.

Based on the results of this study, it can be seen that the quality of service at Hyper Market Leader affects purchasing decisions. This is evidenced by the results of descriptive analysis obtained that the average achievement of the service quality variable gets a very high category by being influenced by each statement item. On the Tangibles statement item (Physical evidence). With regard to the physical appearance of service facilities, equipment / equipment, human resources and company communication materials received a very high category, Reliability. With regard to the company's ability to deliver the services presented accurately, it gets a high category, Assurance. With regard to the knowledge and courtesy of employees and their ability to foster customer trust and confidence received a very high category, and empathy. Means that the company understands the problems of its customers and acts in the interests of customers, as well as providing personal attention to customers and having convenient operating hours gets a very high category. The results of this study are

reinforced by the opinion expressed by Widodo (2017) which states that service quality affects the actions of a consumer in making purchasing decisions. The results of this study are in line with Hasbi et al (2021), which states that service quality affects purchasing decisions. The results of this study are also in line with research conducted by Mukti and Aprianti (2021) which states that service quality affects purchasing decisions. The results of this study are used as input for Hyper Market Leaders in managing daily business by paying attention to the quality of goods, the completeness of goods and prioritizing good service to consumers.

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APPENDICES:

Appendix 01: Classical Assumption Test

Observed Cum Prob

Regression Standardized Predicted Value

Coefficients^a

Model	Correlations		Collinearity Statistics	
	Partial	Part	Tolerance	VIF
(Constant)				
1 X1	.811	.733	.537	1.861
X2	.227	.221	.768	1.303
X3	.712	.537	.518	1.932

Appendix 02: Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.464	1.624		7.058	.000
1 X1	.635	.045	.997	14.199	.000
X2	.227	.221	.281	3.328	.007
X3	.497	.051	.729	9.713	.000

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	203.124	3	67.708	83.209	.000 ^b
	Residual	78.116	96	.814		
	Total	281.240	99			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.722	.714	.902