

## **The Effect of Prices and Store Attempt on Purchase Decisions That Impact on Customer Satisfaction In Hypermarkets In Bandung**

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### **ABSTRACT**

This study aims to determine the effect of price and store atmosphere on purchasing decisions that have an impact on consumer satisfaction at Hypermarkets in Bandung. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that the price has a significant effect on purchasing decisions by 35.1%, hypothesis testing obtained a significance of  $0.000 < 0.05$ . Store atmosphere has a significant effect on purchasing decisions by 44.6%, hypothesis testing obtained a significance of  $0.000 < 0.05$ . Prices and store atmosphere simultaneously have a significant effect on purchasing decisions by 51.1%, hypothesis testing is obtained with a significance of  $0.000 < 0.05$ . Purchasing decisions have a significant effect on consumer satisfaction by 31.9%, hypothesis testing obtained a significance of  $0.000 < 0.05$ .

**Keywords :** Price; Store Atmosphere; Purchase Decisio; Consumer Satisfaction

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### **INTRODUCTION**

The more consumers are involved in fulfilling the needs and desires of consumers, the more intense competition causes companies to place an orientation on customer satisfaction as the main goal (Pan et al., 2006). Every company competes to attract consumers and maintain its presence in the market. Including in the retail sector which is currently growing and developing rapidly along with the increasing economic growth in Indonesia. With the increasing number of modern retail in Indonesia such as minimarkets, supermarkets, department stores, and many other forms of retail, people have many choices for shopping. This provides an advantage for consumers to be able to choose a store that suits their needs and desires (Sunarsi & Baharuddin, 2019). The retail business in Indonesia is increasing and the business competition is showing a fairly rapid development.

Since its introduction in the 1970s, the concept of a modern market has shifted the trend of people's shopping in traditional markets ( Gummesson, 2002; Hilman & Kaliappen, 2014). Now people are too familiar with the term supermarket, hypermarket, or minimarket. However, there is a unique paradox in which the familiar terms are not yet understood the difference. Yes, many of our people are not aware of the obvious differences between supermarkets, minimarkets, and hypermarkets.

Hypermarkets sell goods in very large quantities, covering many types of products from light to heavy, such as food, clothing, hardware, electrical appliances, clothing and others. Along with the development of large and small retail businesses, the retail class in the form of store retailing has had good growth in recent years. "According to the Indonesian Retail Entrepreneurs Association (APRINDO), retail growth in Indonesia in 2018 was in the range of 5.5% per year. Meanwhile, the number of modern retail outlets that are members of the Indonesian Retail Entrepreneurs Association (APRINDO) reaches 20,000 outlets. The growth of hypermarket outlets is an average of 30% per year. Supermarket 7% per year and minimarket around 15% per year.

The consumer's decision to buy or not to a product is a challenge and a problem faced by every company. This concerns the continuity of the business being carried out, thus encouraging managers to be able to improve marketing strategies and observe consumer behavior so that later consumers will get good service and confidence in consumers will emerge.

Hypermarkets sell household and office goods and provide a wide selection and collection of products. The prices offered are affordable according to the people's purchasing power, sometimes there are also discounts for some product items. However, there are still some consumers who complain about the price difference of some products which seem to be slightly higher than the prices offered by other retail stores in Bandung. Hypermarkets also provide an information section, a customer complaint service for dissatisfaction, then employees who scattered in shopping areas that will serve and help shoppers if they have difficulty in finding or finding goods/products. In addition, there are several phenomena that occur in hypermarkets with consumer complaints of unsatisfactory service and unorganized product arrangement making it difficult for consumers to find products that suit their needs by themselves. Thus the company must be able to provide satisfaction in shopping consumers need to be offered a variety of services ranging from humanist services, the formation of a pleasant environment.

Based on the description above, the authors are interested in conducting further research with the title "The influence of price and store atmosphere on purchasing decisions that have an impact on consumer satisfaction in Hypermarkets in Bandung".

## **METHOD**

The population in this study amounted to 96 Hypermarket respondents in Bandung. The sampling technique in this study is a saturated sample, where all members of the population are used as samples. Thus the sample in this study amounted to 96 respondents. The type of research used is associative, where the aim is to find out the relationship between. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing (Creswell, 1999, 2010; Creswell & Clark, 2017; Creswell & Creswell, 2017; John W Creswell, 2013).

## **RESULT AND DISCUSSION**

### **Instrument Test Results**

From the test results, it was obtained that all items of the price variable questionnaire obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid. From the test results, it was obtained that all questionnaire items on the store atmosphere variable obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid. From the test results, it was obtained that all questionnaire items for purchasing decision variables obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared

valid.

From the results of reliability testing, the following results were obtained:

**Table 1**  
**Reliability Test Results**

Variabel	Cronbach's Alpha	Alpha Critical Standard	Description
Price (X1)	0,630	0,600	Reliable
Store Atmosphere (X2)	0,636	0,600	Reliable
Purchase Decision (Y)	0,620	0,600	Reliable
Consumer Satisfaction (Z)	0,627	0,600	Reliable

Based on the test results above, the overall price variable (X1), store atmosphere (X2), purchasing decisions (Y) and consumer satisfaction (Z) obtained a Cronbach alpha value greater than 0.600. Thus it is declared reliable.

**Normality test**

The results of the normality test using the Kolmogorov-Smirnov Test are as follows:

**Table 2**  
**Kolmogorov-Smirnov Test Normality Results**

	Tests of Normality					
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Buying decision (Y)	.077	96	.190	.974	96	.058

\*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Based on the test results in the table above, a significance value of 0.190 is obtained where the value is greater than the value of = 0.050 or (0.190 > 0.050). Thus, the assumption of the distribution of the equations in this test is normal.

**Multicollinearity Test**

The multicollinearity test was carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

**Tabel 3**  
**Multicollinearity Test Results with Collinearity Statistics**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	10.318	2.921			
	Price (X1)	0.278	0.079	0.312	0.671	1.489
	Store Atmosphere (X2)	0.477	0.086	0.489	0.671	1.489

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the tolerance value of each independent variable is  $0.671 < 1.0$  and the Variance Inflation Factor (VIF) value is  $1.489 < 10$ , thus this regression model does not occur multicollinearity.

**Autocorrelation Test**

The test was carried out with the Durbin-Watson test (DW test). The test results are as follows:

**Table 4**  
**Autocorrelation Test Results**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.715 <sup>a</sup>	0.511	0.501	2.392	1.84

a. Predictors: (Constant), Suasana Toko (X2), Harga (X1)

b. Dependent Variable: Purchase Decision (Y)

The test results in the table above obtained the Durbin-Watson value of 1,840, the value is between the interval 1,550 – 2,460. Thus the regression model stated that there was no autocorrelation disorder.

**Heteroscedasticity Test**

The test was carried out with the Glejser Test Model test tool. The test results are as follows:

**Table 5**  
**Heteroscedasticity Test Results with Glejser Test Model**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)		1.661		1.55	0.124
1 Price (X1)	-0.118	0.045	-0.321	-2.631	0.06
Store Atmosphere (X2)	0.099	0.049	0.247	2.025	0.066

a. Dependent Variable: RES2

The results of the test using the glejser test, after testing the significance value  $> 0.050$ . Thus the regression model has no heteroscedasticity disorder.

**Descriptive Analysis**

In this test, it is used to determine the minimum and maximum scores, the highest score, the rating score and the standard deviation of each variable. The results are as follows:

**Table 6**  
**Results of Descriptive Statistics Analysis Analysis**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Price (X1)	96	30	46	37.93	3.806
Store Atmosphere (X2)	96	31	46	38.09	3.467
Purchase Decision (Y)	96	32	46	39.03	3.386
Consumer Satisfaction (Z)	96	31	50	39.27	3.620
Valid N (listwise)	96				

The price obtained a minimum variance of 30 and a maximum variance of 46 with a rating score of 3.793 with a standard deviation of 3.806. Store atmosphere obtained a minimum variance of 31 and a maximum variance of 46 with a rating score of 3,809 with a standard deviation of 3,467. Purchase decisions obtained a minimum variance of 32 and a maximum variance of 46 with a rating score of 3.903 with a standard deviation of 3.386. Consumer satisfaction obtained a minimum variance of 31 and a maximum variance of 50 with a rating score of 3.927 with a standard deviation of 3.620.

### Quantitative Analysis

This analysis is intended to determine the effect of the independent variable on the dependent variable. The test results are as follows:

#### a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

**Table 7**  
**Multiple Linear Regression Test Results**

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	10.318	2.921		3.532	.001
	Price (X1)	.278	.079	.312	3.529	.001
	Store Atmosphere (X2)	.477	.086	.489	5.527	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the regression equation  $Y = 10.318 + 0.278X_1 + 0.477X_2$  is obtained. From this equation, it is explained as follows::

- 1) A constant of 10.318 means that if the price and atmosphere of the store do not exist, then there has been a purchase decision value of 10.318 points.
- 2) The price regression coefficient is 0.278, this number is positive, meaning that every time there is an increase in price of 0.278 points, the purchase decision will also increase by 0.278 points.
- 3) The store atmosphere regression coefficient is 0.477, this number is positive, meaning that every time there is an increase in the store atmosphere by 0.477 points, the purchase decision will also increase by 0.477 points.

**b. Coefficient of Determination Analysis**

The analysis of the coefficient of determination is intended to determine the percentage of the influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

**Table 8**  
**Results of Testing the Coefficient of Price Determination on Purchase Decisions**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592 <sup>a</sup>	.351	.344	2.742

a. Predictors: (Constant), Price (X1)

Based on the test results obtained a determination value of 0.351, meaning that the price has a contribution of 35.1% influence on purchasing decisions.

**Table 9**  
**Results of Testing the Coefficient of Determination of Store Atmosphere on Purchase Decisions.**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 <sup>a</sup>	.446	.440	2.533

a. Predictors: (Constant), Store Atmosphere (X2)

Based on the test results, the determination value is 0.446, meaning that the store atmosphere has an influence contribution of 44.6% on purchasing decisions.

**Table 10**  
**Coefficient of Determination of Price and Store Atmosphere Test Results Simultaneously Against Purchase Decisions**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	.511	.501	2.392

a. Predictors: (Constant), Store Atmosphere (X2), Price (X1)

Based on the test results obtained a determination value of 0.511, meaning that the price and atmosphere of the store simultaneously have a contribution of 51.1% influence on purchasing decisions, while the remaining 48.9% is influenced by other factors.

**Table 11**  
**Results of Testing the Coefficient of Determination of Purchase Decisions on Consumer Satisfaction.**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 <sup>a</sup>	.319	.311	3.004

a. Predictors: (Constant), Buying decision (Y)

Based on the test results obtained a determination value of 0.319, meaning that purchasing decisions have a contribution of 31.9% influence on consumer satisfaction.

**c. Partial hypothesis test (t test)**

Hypothesis testing with t test is used to find out which partial hypothesis is accepted. The test results are as follows:

**Table 12**  
**Price Hypothesis Test Results on Purchase Decisions**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.049	2.817		6.762	.000
Price (X1)	.527	.074	.592	7.128	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (7.128 > 1.986), thus the hypothesis proposed that there is a significant influence between price on purchasing decisions is accepted.

**Table 13**  
**Hypothesis Test Results of Store Atmosphere on Purchase Decisions**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.193	2.867		4.950	.000
Store Atmosphere (X2)	.652	.075	.668	8.698	.000

a. Dependent Variable: Buying Decision (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (8.698 > 1.986), thus the hypothesis proposed that there is a significant influence between store atmosphere on purchasing decisions is accepted.

**Table 14**  
**Hypothesis Test Results of Purchase Decisions on Consumer Satisfaction.**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.714	3.567		4.406	.000
Buying decision (Y)	.604	.091	.564	6.629	.000

a. Dependent Variable: Consumer Satisfaction (Z)

Based on the test results in the table above, the value of t arithmetic > t table or (6.629 > 1.986), thus the hypothesis that is proposed that there is a significant influence between buying decision on consumer satisfaction is accepted.

d. *Simultaneous Hypothesis Testing (F Test)*

Simultaneous hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. Third hypothesis: There is a significant effect between price and store atmosphere on buying decision.

**Table 15**  
**The Result of Simultaneous Price and Store Atmosphere Hypothesis Testing Against Buying Decision**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	556.833	2	278.416	48.664	.000 <sup>b</sup>
	Residual	532.073	93	5.721		
	Total	1088.906	95			

a. Dependent Variable: Buying decision (Y)

b. Predictors: (Constant), Store Ambience (X2), Price (X1)

Based on the test results in the table above, the calculated F value > F table or (48,664 > 2,700), thus the fourth hypothesis proposed that there is a significant influence between product quality and store atmosphere simultaneously on buying decision is accepted. Price has a significant effect on purchasing decisions with a coefficient of determination of 35.1%. Testing the hypothesis obtained the value of t arithmetic > t table or (7.128 > 1.986).

Thus the hypothesis proposed that there is a significant effect between price on purchasing decisions is accepted. Store atmosphere has a significant effect on purchasing decisions with a coefficient of determination of 44.6%. Testing the hypothesis obtained the value of t arithmetic > t table or (8.698 > 1.986). Thus the hypothesis proposed that there is a significant effect between the atmosphere of the store on purchasing decisions is accepted. Price and store atmosphere have a significant effect on purchasing decisions with the regression equation  $Y = 10.318 + 0.278X1 + 0.477X2$ , with a coefficient of determination of 51.1% while the remaining 48.9% is influenced by other factors. Hypothesis testing is obtained by the calculated F value > F table or (48.664 > 2.700). Thus the hypothesis proposed that there is a significant effect between price and store atmosphere simultaneously on purchasing decisions is accepted.

Purchase decisions have a significant effect on consumer satisfaction with a coefficient of determination of 31.9%. Testing the hypothesis obtained the value of t arithmetic > t table or (6.629 > 1.986). Thus the hypothesis proposed that there is a significant effect between purchasing decisions on consumer satisfaction is accepted.

**CONCLUSION**

Price has a significant effect on purchasing decisions with an influence contribution of 35.1% and hypothesis testing is obtained by the value of t count > t table or (7.128 > 1.986). Store atmosphere has a significant effect on purchasing decisions with a contribution of 44.6% and hypothesis testing is obtained by the value of t count > t table or (8,698 > 1,986). Prices and store atmosphere simultaneously have a significant effect on purchasing decisions with a contribution of 51.1% influence while the remaining 48.9% is influenced by other factors. Hypothesis test obtained value F arithmetic > F table or (48,664 > 2,700). Purchase decisions have a significant effect on consumer satisfaction with a contribution of 31.9% influence.



Hypothesis test obtained value of t count > t table or (6,629 > 1,986).

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