

THE EFFECT OF RETAILING MIX ON PURCHASING DECISIONS (STUDY AT ALFAMART MATRAMAN RAYA 3 EAST JAKARTA)

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Abstract - This research aims to find out the influence of retailing mix on purchasing decisions at Alfamart Matraman Raya 3 East Jakarta. The research was conducted at JL. Matraman Raya No.09, East Jakarta. The population in this study is all consumers who came to Alfamart Matraman Raya 3, East Jakarta. A sample of 100 respondents was selected with purposive sampling technique. The method of data collection is a questionnaire measured on a Likert scale. The study used a method of determining coefficient analysis, as well as partial and simultaneous hypothesis testing. The results of this study show that the variable diversity of products is partially insignificant and insignificant to purchasing decisions. Then the sales promotion variable is partially influential and significant to the purchase decision. Furthermore, partial service quality variables have no but significant effect on buyer decisions, and location variables are partially insignificant and insignificant to purchasing decisions. As for simultaneous product diversity, sales promotion, service quality, and location influence and significance to purchasing decisions. The conclusion of this study explains that a partial and simultaneous way between product diversity variables, sales promotion, service quality, and lokasi chooses influence and significance on purchasing decisions at Alfamart Matraman Raya 3 East Jakarta.

Keywords: Product Diversity, Sales Promotion, Service Quality, Location, Purchasing Decisions

I. INTRODUCTION

In the era of globalization today there is a very rapid development in the business world, one of which is in the field of retail trade, causing human needs to be met well which impacts on the convenience, security and comfort of consumers when shopping. According to Tjiptono (2015:80) trade is divided into two types namely large trade and retail or retail trade. Large trades include all activities involved in the

sale of goods and services to people who buy for resale or for business users while according to Kotler (2014:212) retail or retail merchants that are all business activities that sell goods and services directly to the end consumer who is private, not business.

Alfamart is one of the growing retailers with a growing spread of convenience stores every year. Alfamart will continue to add stores with more importance to quality than quantity. In this case, the company is targeting the opening of 1,000 new Alfamart outlets and focusing on potential areas.. At the end of 2018 alfamart's number of stores totaled 13,679 outlets and some of them did not operate optimally due to significant expansion of outlets every year. In fact, in this expansion in 2020 the addition of Alfamart outlets is also offset by the closure of several other outlets. The company's strategy is carried out with the aim that the company can continue to grow and capture the potential of the existing market by clustering the store according to its location. Thus, each store provides needs that suit the wishes and needs of consumers in the vicinity (<https://market.bisnis.com>).

Minimarket as a means of shopping that is loved by the public began to penetrate in east Jakarta area. Because many people prefer to shop in modern retail stores, it opens opportunities for businesses to open retail businesses such as convenience stores. Alfamart is a *convenience store* located in Matraman Raya District matraman sub-district providing a wide range of products for daily household needs. This convenience store is what the authors took as a research site.

Based on the above description, the author is interested in conducting research on the influence of retailing mix on purchasing decisions. What retailing mix means is product diversity, sales promotion, service quality and location. This research is titled "***The Influence of Retailing Mix on Purchasing Decisions (Study on Alfamart Matraman Raya 3 East Jakarta)***".

II. LITERATURE STUDY

2.1. Research Review

The first research was conducted by Haryeni *et al.*, (2017) Regarding retailing mix in Padang city.. This research aims to obtain empirical evidence of retailing mix that simultaneously affects purchasing decisions. The method used in this study is quantitative with random sampling and using multiple linear regressions. Retailing mix variables used in this study include customer service, store design and display, communication mix, location, merchandise assortments, and pricing. Partial research shows that customer services, store design and display, communication mix, merchandise assortments, and pricing have no significant effect on purchasing decisions while location has a significant effect on purchasing decisions.

The second research was conducted by Ahmadi (2019) on retailing mix in Suncity Sidoarjo mall. This research aims to explore the influence of retail mix on purchasing decisions in MR D.I.Y Sidoarjo.. The method used in this study is quantitative with sampling techniques using *Non Probability Sampling* and using a multiple linear regression analysis approach. The retailing mix variables used in this study include merchandise, price, promotion, service and physical facilities.

The results of the study partially showed that merchandise, prices, services and physical facilities had a significant effect on purchasing decisions while, promotions had no significant effect on purchasing decisions. Simultaneously merchandise, prices, promotions, services, and physical facilities affect purchasing decisions at MR D.I.Y Sidoarjo.

The third research was conducted by Supriyanto et al., (2017) on retailing mix in Summersari Jember Village.. This research aims to explore the influence of retail mix on purchasing decisions at Indomaret Summersari Jember *Minimarket*. The method used in this study is quantitative with the technique of disseminating questionnaires as many as 70 respondents and using a multiple linear regression approach. The retailing mix variables used in this study are product, price, promotion, service, store atmosphere, and location. The results showed that all retailing mix variables have simultaneous and partial effect on purchasing decisions.

The fourth research was conducted by Destarini and Prambudi (2018) on retailing mix at 212 Mart Condet. This research aims to analyze the influence of products and prices on purchasing decisions *on consumers of 212 Mart Condet convenience* stores. The method used in this study is quantitative with questionnaire dissemination techniques and using multiple linear regression approaches. The retailing mix variables used in this study are product and price. Partial research shows that products have a significant effect on purchasing decisions whereas, prices have no significant effect on purchasing decisions. Simultaneously products and prices affect purchasing decisions.

The fifth research was conducted by Hilmi (2018) on retail mix at 212 Mart Banjarmasin. This research aims to determine the effect of the retail mix on purchasing decisions at 212 *Mart* Banjarmasin. The method used in this study is quantitative with *accidental sampling* questionnaire technique of 70 respondents and using multiple linear regression approaches. The retailing mix variables used in this study are products, prices, places and promotions. The results of the study partially showed that the place had a significant effect on purchasing decisions while, products, prices and promotions had no significant effect on purchasing decisions. Simultaneously products, prices, places and promotions affect purchasing decisions at 212 Mart Banjarmasin.

The sixth study was conducted by Nagella (2019) on retail in developing countries. This research aims to find out the development of retail in India. Data retrieval technique based on convenience sampling by collecting a sample of 500 respondents. The retailing mix variables used in this study are store atmosphere, merchandise, and store service. The results showed that all retailing mix variables have simultaneous and partial effect on purchasing decisions.

The seventh study was conducted oleh Derhami et al., (2020) on the influence of product diversity in omnichannel retail network, New York.. This research aims to find out the availability of products that retailers can meet. The retailing mix variables used in this study are product diversity and product availability, . The results showed that product diversity and product availability had a simultaneous and partial effect on purchasing decisions.

The eighth study was conducted by Pornpitakpan et al., (2017) On the quality of service of purchasing decisions. This research aims to find out the quality of service that affects the mood of consumers towards purchasing decisions. Data retrieval technique using questionnaire method of 102 respondents in Singapore. The retailing mix variable used in this study is the quality of service. The results showed that the quality of service had a significant effect on purchasing decisions.

2.2. Retailing Mix

According to Levy and Weitz (2012:20) *retailing mix is a set of decisions made by retailers to meet the needs of shoppers and influence purchasing decisions.* While according to Kotler and Armstrong (2012) retailing mix is a group of marketing tools that the company does to achieve its marketing goals in the target market, the retail mix includes all the actions the company can take to influence demand for the product itself and all actions that the company may take.

2.3. Retailing Mix indicator

Retail businesses need integrated strategies, so that in making a decision does not cause harm to retail companies. The retail sales mix consists of several elements of the strategy used to encourage consumers to make purchases. According to Levy and Weitz (2012:22) explaining the retailing mix consists of:

- 1, 2014 in New Merchandise
Goods available and sold by a retail. The completeness of goods available in a retail affects consumers' consideration of consumers in choosing retail to make purchases
- 2, 2014 in New Price
The value of the items sold is calculated in units of money. The price reached is one of the considerations by consumers in making purchases.
- 3, 2014 in New Location
The location of a retail must be strategic and easy to reach so that consumers can easily visit the retail
- 4, 2014 in New Neighborhood Atmosphere Shop
An activity of designing a comfortable buying atmosphere is fun through the combination of visual and non visual contained in the retail.
- 5, 2014 in New Advertising and Promotions
Related to activities aimed at introducing and providing the information needed by consumers of a retail.
6. Direct Sales
Direct sales of goods by trained salespeople to consumers.
7. Quality of Service
Activities carried out by retailers in serving consumers both at the time of purchase and at the time of purchase.

2.4. Understanding Product Diversity

According to Kotler and Armstrong (2015:358) product diversity is a range of all product lines that certain sellers offer to sell to buyers. Product diversity is the completeness of the product that concerns the depth, breadth and quality of the products offered as well as the availability of such products at all times in the store.

Based on the above understanding, it can be concluded that the diversity of products is a variety of products available in a store ranging from the model, size and

quality and availability of such products at all times. The more diverse number of products available, the more satisfied consumers will be satisfied with making purchases at the place so that they no longer need to make purchases elsewhere, and the same will also be repeated for future purchases.

2.5. Product Diversity Indicators

In designing the diversity of products there are things that should be considered very. Kotler and Amstrong (2015:16) revealed that there are indicators of product diversity including:

1. Product Width
Refers to several different product lines owned by the company.
2. Product length
Products refer to several types offered by each product in the line (Bodysoap, shampoo).
Product depth
Refers to the number of variants in each type of product contained in the product line.
3. Product consistency
Refers to how closely different product lines are in end use, production terms, distribution channels, or other things.

2.6. Definition of Sales Promotion

Sales promotion is a form of marketing communication that aims to attract new consumers, influence consumers to try new products, encourage consumers more, attack competitor promotional activities, increase unplanned purchases or seek closer cooperation with retailers, overall sales promotion techniques have only a short-term impact. According to Kotler and Keller (2016:622) Sales Promotion is a key part of a marketing campaign, consisting of a collection of incentive tools, mostly short-term, designed to stimulate the purchase of certain products or services more quickly or more by consumers or trades.

2.7. Sales Promotion Indicators

According to Kotler and Keller (2016:520) there are several indicators in conducting sales promotions, namely:

1. *Coupons*
Coupons are certificates that provide discounts for purchases of certain products. The purpose of providing coupons is to get consumers to come back to shop (recurring purchases).
2. *Rebates* (discount)
I.e. discounts at the time of the sale offer or through advertising. In sales deals, price reductions are affixed to the packaging or by giving a sign near the product or in front of the store. In advertisements, you can be informed about banners, newspapers, or broadcast ads (Tv/Radio).
 - a. Large rebates will drive success for the company in lifting the company's image.
 - b. Attractive discount offers for consumers.

3. Price pack / cents-off-deals

The package price agreement is applied to the bonus in the packaging or something in the packaging. When a packaged bonus is awarded, one extra extra product is given free of charge when the product is purchased at a fixed price.

- a. Very effective price plan offer.
- b. Promotion of pricing packages is fun for consumers.
- c. Apket price offer is very attractive to consumers.
- d. Consumers love the promotion of price packages like this.

4. Sample

It is a small number of products offered to consumers to try. there are samples given free of charge, but some are also sold at a replacement price. Samples can be shared directly to homes, shared in stores or combined with other products. Providing samples is the most effective and also most expensive way to introduce new products.

5. Premium

Goods offered are free or at a very skewed price as an incentive to buy a product. Gifts are also sometimes also sent to consumers who provide proof of purchase.

6. Cashback

That is an offer where the buyer is given a percentage of the refund of cash or virtual money or even given a product but by qualifying a certain purchase that has been determined by the *cashback organizer*.

7. Continuity programs

This program provides an opportunity for consumers to buy products continuously in the hope that consumers will be given and get premiums (gifts) in the future. Stamps / stamp purchases / stickers obtained from a particular collection then he gets a certain gift.

8. Contest and sweepstakes

Promotional techniques that are done by giving a prize in the form of an offer of the opportunity to win cash, travel or goods because of buying something. This technique can also be done by giving contests about making jingles or logos of intersional food products to be created.

2.8. Understanding the Quality of Service

According to Tjiptono (2019:290) in principle, the definition of service quality focuses on fulfilling customer needs and desires as well as delivery accuracy to keep pace with customer expectations. Quality of service is a form of activity carried out by companies that aim to meet consumer expectations. Service is defined as a service or service delivered by the owner in the form of convenience, speed, relationship, hospitality and ability shown through attitude and nature in providing services for consumer satisfaction. The quality of service is the level of excellence that is expected and control over the excellence to fulfill the customer's wishes.

2.9. Service Quality Indicators

According to Tjiptono (2019:305) to know the quality of service felt in real terms by consumers, there are indicators of service quality located in five dimensions of service, namely:

1. *Reliability*, i.e. the ability to provide promised services immediately, accurately and satisfactorily.
2. *Responsiveness*, namely the desire of the staff to help the customers and provide services with responsiveness.
3. *Assurance*, includes knowledge, competence, courtesy of trustworthy nature funds that staff have: free from harm, risk or doubt.
4. *Empathy*, which includes ease in establishing relationships, good communication, personal attention and understanding of the individual needs of customers.
5. *Tangibles*, which include physical facilities, equipment, employees and means of communication.

2.10. Location Understanding

Location is one element of marketing that participates in a company's success. This is because the location is directly related to the consumer or in other words the location is also where the manufacturer distributes its products to consumers, then the chosen area should be able to grow in economic terms so that it can maintain the survival of a business.

Tjiptono (2015:345) suggests that locations that refer to various marketing activities that seek to facilitate and facilitate the delivery or delivery of goods and services from manufacturers to consumers.

2.11. Location Indicators

According to Tjiptono (2019:172) there are indicators that can influence considerations in determining the location, namely:

1. Access, which is a location that is traversed or easily reached by public transportation.
2. Visibility, i.e. location or place that can be clearly seen from normal visibility.
3. Traffic(traffic, concerning two main considerations:
 - a. The number of people who pass through can provide a great opportunity for impulse buying, i.e. purchasing decisions occur that often occur spontaneously, without planning and/or without going through special efforts.
 - b. Traffic congestion and congestion can also be obstacles, for example to police, fire or ambulance services.
4. Spacious, comfortable, and safe parking space, both for two-wheeled and four-wheeled vehicles.
5. Expansion, i.e. there is a wide enough space for business expansion in the future.

2.12. Understanding the Purchase Decision

Purchasing decisions according to Kotler and Keller (2016:199) are the result of evaluations made by consumers that will create purchasing intentions on a product or service in accordance with the brand that consumers like the most. Consumer behavior refers to the buying behavior of end-individual consumers and households who purchase goods and services for personal consumption.

2.13. Purchasing Decision Indicators

According to Kotler and Keller (2016:195) There are six indicators of purchasing decisions made by consumers, namely:

1. *Product choice*

Consumers can make a decision in purchasing a product or using its money for another purpose. This encourages the company to focus its attention on people who are interested in buying a product that it wants.

2. *Brand choice*

Consumers should make decisions about what brands to buy. In this case the company should know how consumers choose a brand that is trusted

3. *Dealer choice*

Consumers are required to be careful in making decisions about the distributor or distributor to visit. Each consumer's choice of supplier varies depending on the proximity factor, complete inventory of goods, low price and convenience when shopping.

4. *Purchase amount*

Consumers can determine how many products they will buy at the time of purchase. It is possible that purchases are made more than one type of product. In this case, the company must prepare the number of products according to the different wishes of the buyers.

5. *Purchase timing*

Consumer decisions in the timing of purchases may vary. For example, there are consumers who buy every day, every week or every month once a month there are also consumers who buy every morning, afternoon or evening with the selection of consumers in shopping time.

6. *Payment method*

Consumers can make decisions regarding payment methods to be made such as cash, credit, and other payment methods.

III. RESEARCH METHODS

The strategy used in this study is to use asosisative research strategies. According to Sugiyono (2019:65) associative research is a formulation of research problems that asks about the relationship between two or more variables. In this study associative research strategies were used to identify the extent to which variable X (free variable) influence consisted of product diversity (X_1), sales promotion (X_2), service quality (X_3), and location (X_4) on variable Y i.e. purchase decisions (bound variables), both partially and simultaneously.

The method used in this study was to use the survey method, in which the authors shared questionnaires for data collection. The approach used in this study is a quantitative approach. According to Sugiyono (2019:17) quantitative research is defined as a research method based on the philosophy of positivism, used to research on specific populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing established hypotheses.

According to Sugiyono (2019:126) the population is a generalized region consisting of: objects / subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population in this study is all consumers who came to Alfamart Matraman Raya 3 East Jakarta with the aim of purchasing products sold at Alfamart Matraman Raya 3 East Jakarta

The target population of this study is consumers who shop in Alfamart Matraman Raya 3 East Jakarta in vulnerable 3 months, namely in May 2020 until July 2020.

Sugiyono (2019:133) suggests that purposive sampling technique is a sample determination technique with certain considerations. The consideration used is a sample taken from consumers who have shopped more than two (2) times at Alfamart Matraman Raya 3 East Jakarta. In determining the sample, Sugiyono (2019:143) suggested that the sample size eligible in the study was between 30 and 500. If in the study will conduct analysis *with multivariate* (correlation or multiple regression), then the number of sample members is at least 10 times the number of variables studied. For a simple experimental study, the number of sample members each was between 10 and 20. In this study, the authors used a sample size according to Sugiyono (2019:143) where the analysis used *was multivariate* with multiple correlations or regressions, sample members was taken 20 times the number of variables studied. The variables in this study were 5 (independent + dependent), then the number of sample members = 20×5 variables = 100.

From the above calculation, the sample number studied was 100 respondents who shopped at Alfamart Matraman Raya 3 East Jakarta.

IV. RESEARCH RESULTS AND DISCUSSIONS

4.1 Validity Test

To determine the validity of each statement of the research instrument, a validity test is carried out per statement item. Testing uses product moment formulas, using the help of SPSS program version 24.0. meanwhile r_{table} with $df = 100 - 2 = 98$ is 0.1966.

Here are the data processing results for all statements in the product diversity instrument consisting of 5 (five) statement items, in table 1 as follows:

Table 1. Instrument validity per item for product diversity (X_1)

No Statement	r count	r_{table}	Decision	Description
1	0,680	0,1966	Valid	$r_{count} > r_{table}$
2	0,696	0,1966	Valid	$r_{count} > r_{table}$
3	0,562	0,1966	Valid	$r_{count} > r_{table}$
4	0,669	0,1966	Valid	$r_{count} > r_{table}$
5	0,632	0,1966	Valid	$r_{count} > r_{table}$

Source : Processed Data (2020)

Based on the validity test results as stated in table 4.6, it can be concluded that in the product diversity variable (X_1), it is declared valid because the correlation

coefficient value is $r_{\text{calculated}}$ between 0.562 – 0.696, meaning $r_{\text{count}} > r_{\text{table}}$ (0.1966), so that all such statements can be used for data collection.

Table 2. Validity of instruments per item for sales promotion (X_2)

No Statement	r_{count}	r_{table}	Decision	Description
1	0,564	0,1966	valid	$r_{\text{count}} > r_{\text{table}}$
2	0,632	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
3	0,604	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
4	0,649	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
5	0,566	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
6	0,677	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$

Source : *Processed Data (2020)*

Based on the validity test results as stated in table 4.7, it can be concluded that in the sales promotion variable (X_2), it is declared valid because the correlation coefficient value is calculated between 0.564 – 0.677, meaning $r_{\text{count}} > r_{\text{table}}$ (0.1966), so that all such statements can be used for data collection.

Table 3. Validity of instruments per item for Service quality (X_3)

No Statement	r_{count}	r_{table}	Decision	Description
1	0,750	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
2	0,825	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
3	0,850	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
4	0,820	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
5	0,779	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
6	0,631	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
7	0,552	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$
8	0,555	0,1966	Valid	$r_{\text{count}} > r_{\text{table}}$

Source : *Processed Data (2020)*

Based on the validity test results as stated in table 4.8, it can be concluded that in the service quality variable (X_3), it is declared valid because the correlation coefficient value is calculated between 0.552 – 0.850, meaning $r_{count} > r_{table}$ (0.1966), so that all such statements can be used for data collection.

Table 4. Validity of instruments per item for Quality of service (X_4)

No Statement	r count	r _{table}	Decision	Description
1	0,380	0,1966	Valid	$r_{count} > r_{table}$
2	0,580	0,1966	Valid	$r_{count} > r_{table}$
3	0,579	0,1966	Valid	$r_{count} > r_{table}$
4	0,631	0,1966	Valid	$r_{count} > r_{table}$
5	0,658	0,1966	Valid	$r_{count} > r_{table}$
6	0,549	0,1966	Valid	$r_{count} > r_{table}$

Source : Processed Data (2020)

Based on the validity test results as stated in table 4.9, it can be concluded that in the location variable (X_4), it is declared valid because the correlation coefficient value is calculated between 0.380 – 0.658, meaning $r_{count} > r_{table}$ (0.1966), so that all such statements can be used for data collection.

Table 5. Validity of instruments per item for Service Quality (Y)

No Statement	r count	r _{table}	Decision	Description
1	0,670	0,1966	Valid	$r_{count} > r_{table}$
2	0,632	0,1966	Valid	$r_{count} > r_{table}$
3	0,644	0,1966	Valid	$r_{count} > r_{table}$
4	0,603	0,1966	Valid	$r_{count} > r_{table}$
5	0,634	0,1966	Valid	$r_{count} > r_{table}$
6	0,617	0,1966	Valid	$r_{count} > r_{table}$

Source : Processed Data (2020)

Based on the validity test results as stated in table 4.10, it can be concluded that in the purchase decision variable (Y), it is declared valid because the correlation

coefficient value is $r_{\text{calculated}}$ between 0.603 - 0.670, meaning $r_{\text{count}} > r_{\text{table}}$ (0.1966), so that all such statements can be used for data collection.

4.2. Reliability Test

Reliability Test aims to see the extent to which a measuring device can be trusted or reliable. Reliability test is performed by One Shot Method with Cronbach's Alpha (α) statistical test using the help of the SPSS 24.0 program with the condition that it is said to be reliable if cronbach's Alpha > 0.60 value.

Table 6. Realization Test Results

No	Indicators	Cronbach's Alpha	>	Description
1	Product Diversity	0,648	0,60	Reliabel
2	Sales Promotion	0,668	0,60	Reliabel
3	Quality of Service	0,874	0,60	Reliabel
4	Location	0,600	0,60	Reliabel
5	Purchasing Decisions	0,715	0,60	Reliabel

Source : *Processed Data (2020)*

4.3. Statistical Analysis of Data

The determinant coefficient is used to determine the amount of influence between the variables studied, namely product diversity (X_1), sales promotion (X_2), service quality (X_3), location (X_4), by purchasing decision (Y).

Partial Determination Coefficient

The data processing results for partial determination coefficient are as follows:

Table 7. Coefficient of product diversity determination against purchasing decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416 ^a	.173	.165	2.175

a. Predictors: (Constant), Product Diversity

Source : *Processed Data (2020)*

Based on table 4.17 it can be known that the value of R^2 is 0.173. The value of R^2 is used to see the effect of product diversity on purchasing decisions. The figure

means that the effect of product diversity on purchasing decisions is that the remaining 17.30% is influenced by other variables (excluding variables not studied in this study).

Table 8. Coefficient of sales promotion determination against purchasing decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.584	.579	1.543
a. Predictors: (Constant), Sales Promotion				

Based on table 4.18 it can be known that the value of R^2 is 0.584. R^2 value is used to see the amount of sales promotion influence on purchasing decisions. The figure means that the effect of sales promotion on purchasing decisions is that the remaining 58.40% is influenced by other variables (excluding variables not examined in this study).

Table 9. Coefficient of service quality determination against purchasing decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463 ^a	.215	.207	2.120
a. Predictors: (Constant), Quality of Service				

Based on table 4.19 it can be known that the value of R^2 is 0.215. The value of R^2 is used to see the effect of the quality of service on purchasing decisions. The figure means that the effect of service quality on purchasing decisions is that the remaining 21.50% is influenced by other variables (excluding variables not studied in this study).

Table 10. Location determination coefficient of purchasing decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 ^a	.273	.265	2.040
a. Predictors: (Constant), location				

Based on table 4.20 it can be known that the value of R^2 is 0.273. The R^2 value is used to see how much the location affects purchasing decisions. The figure means that the location influence on purchasing decisions is that the remaining 27.30% is influenced by other variables (excluding variables not examined in this study).

Table 11. Multiple Determination coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.630	.614	1.478
a. Predictors: (Constant), Location, Product Diversity, Service Quality, Sales Promotion				

Based on the data processing results in table 4.21 obtained a multiple determination coefficient value of 0.614, the value of the determination coefficient means that the diversity of products, sales promotion, service quality, and location together has an influence on purchasing decisions of the remaining 61.4% influenced by other variables (excluding variables not studied in this study).

V. SUMMATIONS AND SUGGESTIONS

5.1. Summation

Based on the results of the research that has been done, it can be concluded that the influence of Retailing Mix on purchasing decisions at Alfamart Matraman Raya 3 East Jakarta, is as follows:

1. Keragaman products have no effect and insignificant to purchasing decisions .
2. Promosi sales are influential and significant to purchasing decisions
3. The quality of service has no effect but significant on purchasing decisions.
4. Location has no effect and is insignificant to purchasing decisions.
5. Variable product diversity, sales promotion, service quality, and loksi are jointly influential and significant to purchasing decisions.

5.2. Suggestions

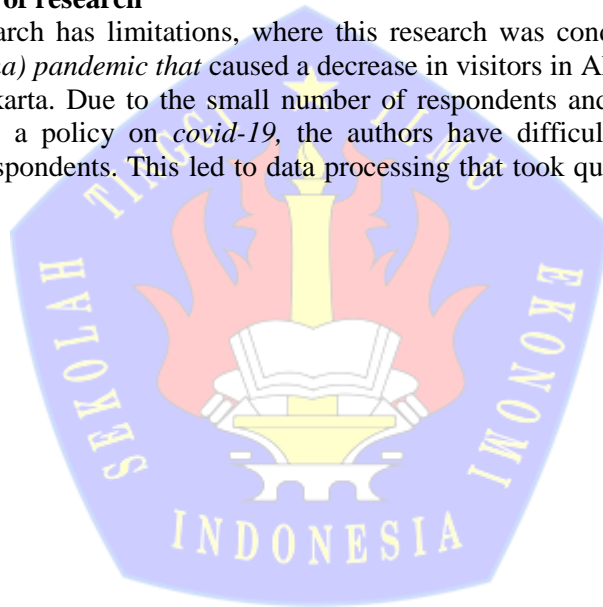
Based on the above conclusions, the advice that can be given by researchers is as follows:

1. The results show that product diversity has no effect and does not affect purchasing decisions. So Alfamart Matraman Raya 3 should add and provide products in various brands, types and sizes so that visitors can choose products that suit what they need so that Alfamart Matraman Raya 3 can increase the number of sales.

2. in New The results showed that sales promotions were influential and significant in purchasing decisions. Promosi sales are the most dominating variable consumers against purchasing decisions in Alfamart Matraman Raya 3. Thus, researchers recommend maintaining a variety of established sales promotions and improving better promotion strategies so that sales promotions can be profitable for retail as well as consumers.
3. The results showed that the quality of service is influential but not significant to purchasing decisions. So Alfamart Matraman Raya 3 should further improve the quality of service by providing a friendly attitude to customers such as greetings, smiles, quick responses to the needs and complaints of consumers then will attract consumers to come so as to make a purchase.
4. The results show that the location has no effect and does not affect the purchase decision. So Alfamart Matraman Raya 3 should add free parking facilities that are safe for consumers so that customers who come to Alfamart Matraman Raya 3 can shop safely and comfortably.

5.3 Limitations of research

This research has limitations, where this research was conducted during *the covid-19 (Corona) pandemic* that caused a decrease in visitors in Alfamart Matraman Raya 3 East Jakarta. Due to the small number of respondents and the fact that the government has a policy on *covid-19*, the authors have difficulty obtaining data quickly from respondents. This led to data processing that took quite a while in this study.



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