
THE INFLUENCE OF PRODUCT DIVERSITY, PRICE PERCEPTION, AND SERVICE QUALITY ON CUSTOMER PURCHASE DECISIONS IN TRANSMART CARREFOUR CEMPAKA PUTIH

Achmad Syachroni
Indonesian College of Economics, Jakarta
syhrniahmd@gmail.com

Abstract

The purpose of this study was to determine the effect of variety product, perceptions of price and quality of service to consumers' purchase decisions. This research was conducted in Transmart Carrefour Branch Cempaka Putih Central Jakarta.

Research strategy conducted in this study is a strategy casual research. research that aims to determine the influence of a minimum of two or more variables and look for cause and effect. The research method used in this study is a questionnaire research method in which the data obtained through questionnaires and data collected from the question with a sample size of 97 people. The sampling method used in this research is purposive sampling.

Based on the calculation, the regression constants get 0,415, b_1 0,344, b_2 0,243, b_3 0,404 on the determinant coefficient (KD) obtained R^2 (R Square) of 0,608 or (60,8%). While the remaining 39,2% influenced or explained by other variables not included in this research model.

From the results of hypothesis testing t test partial obtained X_1 and Y t count $> t$ table ($3,688 > 1,985$), then H_0 is rejected or H_a accepted, X_2 and Y t count $> t$ table ($3,907 > 1,985$), then H_0 rejected or H_a accepted, X_3 and Y t count $> t$ table ($5,781 > 1,985$), then H_0 rejected or H_a accepted by a by 5%, in Test F simultaneously between product diversity, perceptions of price and quality of service can be concluded that the value of F count $> F$ table ($48,035 > 2,70$) conclusion then H_0 rejected or H_a accepted that, partially and simultaneously a positive and significant impact.

Keywords : *Variety Product, Price Perception, Quality of Service, Consumer purchasing decision*

I. INTRODUCTION

The competition in the retail world business in Indonesia is very tight, making competitors always try to increase market share and reach new customers. The intense competition in the retail business is inseparable from the proliferation of shopping centers, both local, national and international with various scales and segments. This competition spurs businessmen in the retail sector to always be the choice of customers and be able to retain their customers. The increasing intensity of competition from competitors leads the company to always pay attention to the needs and wants and try to meet consumer expectations by providing services that are more satisfying than those that are done with competitors. Likewise, a retail company in Indonesia, Transmart Carrefour Supermarket, which sells retail grocery products and fresh products consisting of vegetables, fruits, fish and meat, serves the needs of consumers every day at affordable prices and their motto is fresher. More economical, closer, with the quality of service provided which is a symbol of the marketing strategy of the retail company Transmart Carrefour, which is an international business network spread across the world, headquartered in the Delhaize Group Belgium.

In the retail business in Indonesia, aprindo collaborated with the frontier consulting group research in 2016 by assessing the brand switching analysis against the hypermarket category and as a basis for purchasing decisions. Based on the above description, the researcher is interested in researching the research title "The effect of product diversity, price perception, and service quality on consumer purchasing decisions at Carrefour Cempaka Putih Supermarket Transmart". The case study will be carried out at Transmart Carrefour, Cempaka Putih branch, by looking at the results of the research this frontier consulting group is actually looking for an analysis of the developing retail business and the influences that make consumer purchasing decisions.

II. LITERATURE REVIEW

2.1 Research Review

The first research was conducted by Bramasatya Mahardika Wibisono from Diponegoro University entitled The Effect of Product Quality and Price on Purchasing Decisions of Yamaha Mio (a study on Yamaha Mataram Sakti Semarang consumers). The results of this study were published in the Journal of Business Administration, February 2020. The strength of this research is that the variables used are very continuous with the object under study. And can be used as a reference material for recommending further research.

The second research was conducted by Sutikno from Serang Raya University entitled Analysis of Brand Awareness, Perceptions of Quality and Brand Association of Purchasing Decisions (Case Study of CS Finance customers Tangerang Branch). The results of the study were published in the Vocational economic journal, Serang Raya University, January 2020. Based on the regression test results in table 3 above, the t count in the brand awareness variable was 3.674 with a t table value of 1.972 and a significance of 0.000. Because the t value (3.674) > t table (1.972) and the significance value of 0.000 < 0.05, it can be concluded that the brand awareness variable has a significant and positive effect on the purchasing decision variable.

Based on the results of the regression test in Table 3, it is obtained that t count on the perceived quality variable is 2.772, greater than the t table value of 1.972 (t count > t table) and the significance of 0.006 is less than 0.05 (significance < 0.05).

The third research was conducted by Dewi Ratna Kartika Sari from the Islamic University of Malang (Unisma) entitled The Influence of Price Perception, Service Quality, Location, Brand Image and Product Quality on Purchasing Decisions at Mini-Market Customers (Study on Customers of the Sauli Mart Kesamben Self-Service Mini-Market) The calculated F value is 11.563 with a significance value of 0.000. The F value at the 5%

real level is 1.39. Because $F_{count} > F_{table}$ ($11.563 > 1.39$) and the value of sig. F (0,000) is smaller than α (0.05) so that according to the results above, the hypothesis is accepted, namely there is Significant influence between price perceptions, service quality, location, brand image and product quality on purchasing decisions for minimarket customers (Studies on customers of the Sauli Mart Kesamben supermarket).

The fourth research was conducted by Mimi SA from Tarumanegara University entitled the effect of price, service quality, location and product diversity on purchasing decisions at Ranch Market. The results of the study were published in the Economic Journal of Tarumanegara University in March 2015. (1) There is an effect of price on consumer purchasing decisions at Ranch Market because the t test results show the Sig value for the price variable <0.05 , namely 0.000 .; (2) There is an effect of service quality on consumer purchasing decisions at Ranch Market because the t test results show the Sig value for the service quality variable <0.05 , namely 0.016; (3) There is an effect of location on consumer purchasing decisions at Ranch Market because the t test results show the Sig value for the location variable <0.05 , namely 0.019; (4) There is an effect of product diversity on consumer purchasing decisions at Ranch Market because the t test results show the Sig value for the product diversity variable <0.05 , namely 0.020 .; (5) There is an effect of price, service quality, location and product diversity on consumer purchasing decisions at Ranch Market because the Anova test results show the value of Sig <0.05 , namely 0, 000.

The fifth research was conducted by Vionna Adipramita from the University of 17 August 1945 Surabaya, entitled The Influence of Service Quality, Price Perception and Location on Purchasing Decisions (study at the Lancar Jaya Gold Jewelry Store, Sekaran Lamongan). The results of this study were published in the Journal of Management Economics, May 2019. The results showed that the coefficient of determination was 0.585. This means that the variables of service quality, price perception, and location have an effect on purchasing decisions by 58.5%. While the remaining 41.5% is influenced by other variables outside the regression model. The results of the t test for the variable Service Quality $t_{count} 3,784 > t_{table} (0.677)$ support the first hypothesis. Perception variable price $t_{count} 2.963 > t_{table} (0.677)$ supports the second hypothesis. Location variable $t_{count} 4.253 > t_{table} (0.6770)$ supports the third hypothesis. F test by comparing $F_{count} (45.064) > F_{table} (2.70)$ significance 0.000 <0.05 significance level supports the fourth hypothesis.

The seventh research was conducted by Nabil Jeddı and Imed Zaiem from the Campus Universitaire Mrezgua, Tunisia, entitled "The Impact of label perception on the Consumer's Purchase Intention: An application on food Product". The results of simultaneous hypothesis testing on label perception are $F = 146,886$, $P = 0,000$. This explains that R^2 of 0.412 or 41.2% of the variance of label perceptions on consumer purchase intention indicates that the perceived label (X1) has a positive effect on consumer purchase interest (Y). The results of simultaneous hypothesis testing on product implications are $F = 80,888$, $P = 0,000$ and it is possible to explain R^2 of 0.532 or 53.2% of the total variance of product implications on consumer buying interest (Y). The partial results of hypothesis testing on label perception are $t = 12.120$; $p = 0.000$ $b = 0.641$. The regression equation on label perception, namely $Y = 0.004 + 0.641X$, shows that label perception has a positive impact on consumer purchase interest. While the regression equation on product implications, namely $Y = 0.036 + 0.340 X1 + 0.263 X2$ shows that together the perception of labels and product implications has a positive influence on consumer buying interest.

The eighth research was conducted by Niraj Kumar and Sanjeev Kapoor from India Institute Management, Lucknow India, entitled "Do labels product diversity influence purchase decisions of food products? Study of young consumers of an emerging market" was published in the British Food Journal, 2016. The results of simultaneous hypothesis testing on product diversity are $F = 158,886$., This explains R^2 of 0.523 or 52.3% of the variance of product diversity in purchasing decisions, indicating that product diversity (X1) has a positive effect on purchasing decisions (Y). The results of simultaneous hypothesis

testing on product implications are $F = 69,888$, and it is possible to explain R^2 of 0.342 or 34.2% of the total variance of product implications on purchasing decisions (Y). The partial results of hypothesis testing on product diversity are $t = 16,150$; $p = 0.000$ $b = 0.342$. The regression equation on product diversity, namely $Y = 0.004 + 0.342 X$ shows that product diversity has a positive impact on purchasing decisions. Meanwhile, the regression equation on product quality, namely $Y = 0.036 + 0.340 X_1 + 0.452 X_2$, shows that simultaneously label perceptions and product implications have a positive influence on purchasing decisions.

The ninth research was conducted by Duc Nha Le, Hong Thi Nguyen, and Phuc Hoang Truong from Ton Duc Thang University, Ho Chi Minh city, Vietnam entitled "Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam" published in the Faculty of Business Administration. , 2020. In addition, customer satisfaction regarding logistics services at Cat Lai Port is directly affected by the overall service quality provided by Cat Lai Port with a significant level of 5% and a confidence level of 95% (hypothesis H6 is accepted). The estimated value of this relationship is marked (+), meaning that the OSQ factor has a positive correlation with the SAT factor and is in accordance with the hypothesis in the proposed research model. This means that when customers appreciate the quality of logistics services provided by Cat Lai Port, it will make them feel satisfied.

2.2 Theoretical Basis

2.2.1 Definition of Marketing

Currently, marketing activities have a very important role in the business world. Sometimes this marketing term is interpreted the same as several terms such as sales, trade and distribution. One of these definitions arises because the parties concerned have different activities. In fact, marketing is a comprehensive concept while others are only one part, one activity in the overall marketing system which consists of sales, trading and distribution.

The notion of marketing has a very broad scope and always develops from time to time. This is evident in the many definitions of marketing put forward by many marketing experts with various opinions and different reasons but essentially have the same goals and objectives. To provide a clear picture, marketing experts provide a definition of marketing.

"Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably "

Kotler and Keller (2013: 27) "Marketing is identifying and meeting human and social needs. One good and short definition of marketing is meeting needs in a way that is profitable.

"Marketing is the process by which companies create value for customer and builds strong customer relationships in order to capture value from customers in return."

Kotler and Armstrong (2012: 29) "Marketing is a process by which companies create value for customers and build strong customer relationships for value from customers in return."

2.2.2 Definition of Products

Kotler and Armstrong (2012: 29) "Products are anything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Products include more than just tangible items. In a broader sense, products include physical objects, services, events, people, places, organizations, ideas, or the mix of these entities "

Kotler and Keller (2013: 33) "Products are everything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas".

2.2.3. Definition of Product Diversity

Kotler and Keller (2013: 69) "Product diversity is a collection of all products and goods offered for sale by a particular seller".

The product variety according to Kotler has a certain width, length, depth and consistency. The explanation is as follows:

a. Product finish width refers to several different product lines that the company sells.

b. The product finish length refers to the total number of products in the product kit.

c. The depth of product completeness refers to the number of variants offered by each product in the line.

d. Product completeness consistency refers to how closely the various product lines are related to end users, production requirements, distribution channels, or in other ways.

The four dimensions of product diversity allow companies to expand their business in four ways. Companies can add product lines, widen their product mix. Companies can extend each product line. Companies can add product variants to each product and deepen their product mix. Lastly the company can strive to achieve more consistency from its product line. To make these product and brand decisions, it is useful to carry out a product analysis.

Kotler and Keller (2013: 42) "Product completeness is the availability of all types of products offered to be owned, used or consumed by consumers produced by a manufacturer. Products are purchased by consumers because they can fulfill certain needs or provide certain benefits, product characteristics do not only cover the physical aspects of the product (tangible features), but also non-physical aspects (intangible features) such as images and services that can be seen. It can be concluded that product completeness is a variety of products in the sense of product completeness starting from the brand, quality and availability of these products at any time in the store.

Kotler and Armstrong (2013: 45) "Product completeness is the completeness of the product regarding the depth, breadth, and quality of the product offered as well as the availability of the product at any time in the store. Provision of a good product assortment will not only attract interest but can influence consumer decisions to enable them to become loyal customers and ultimately achieve the company's goals and objectives.

2.2.4 Definition of Price Perception

Christina widya utami (2010: 162) "Perception is a process of an individual in selecting, organizing, and translating information stimuli that come into a comprehensive picture. Perception has a strong influence on consumers. One of the factors that influence consumers is price perception. Price is one element of the marketing mix that is always present in a product that will be offered on the market. Price is also very influential for the company's profits on selling its products and price can also affect consumers as one of the considerations for buying or not. products offered".

Schiffman et al., (2012: 190) "price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service".

Kotler and Armstrong (2012: 314) "Perceived price is a burden or value for consumers, which is obtained by obtaining and using a product, including financial costs from consumption, in addition to non-financial social costs, such as in the form of time, effort, psychological, risk. and prestige or social prestige ”.

From the two definitions above, it can be said that the price is the amount of money charged for a product or service, or value for consumers, which is obtained by obtaining and using a product, including the financial costs of consumption.

The company's goal through pricing has six objectives, namely:

1. Survive
2. Short-term profit maximization

-
3. Maximizing short-term income
 4. Maximum sales growth
 5. Screen the market to the maximum
 6. Excellent in a product

The six goals of the company can be achieved through a pricing strategy. Price consists of components of a price list, discount, discount, credit terms and payment term.

2.2.5 Definition of Service Quality

Fandy Tjiptono (2014: 15) "Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in ownership of something. The production can be linked or not linked to one physical product".

Kotler and Keller (2014: 42) "Service (service) can be viewed as a system consisting of two main components, namely service operations which are often invisible or unknown to customers (back office or backstage) and service delivery which is usually used. visible or known to customers (often referred to as front office or frontstage). In principle, service quality focuses on fulfilling customer needs and desires, as well as the accuracy of their delivery to match customer expectations. For customers, service quality is how close the service they receive is compared to their expectations. If the perception of service is in accordance with what customers expect, then service quality is perceived as ideal quality. Conversely, if the perception of service is worse than what customers expect, then the quality of service is perceived as negative or bad. Therefore, whether the quality of service is good or not depends on the ability of the company and its staff to consistently meet customer expectations.

The service products offered by the organization in order to create customer satisfaction must be of high quality. Because quality has a number of levels, including: universal (the same everywhere), cultural (depending on the cultural value system), social (formed by socio-economic class, ethnic group, social friends, and personal) and individual tastes.

2.2.6. Definition of Purchase Decision

Fandy Tjiptono (2014: 8) "The definition of a purchasing decision is the stage where the buyer has made his choice and made a purchase of a product, and consumed it. Decision making by consumers to purchase a product begins with an awareness of their needs and wants.

Suharno (2010: 96) "The definition of a purchasing decision is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one of them".

J. Setiadi and Nugroho (2015: 38) "The purchasing decision is an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs. However, before making a purchase, take several actions consisting of identifying needs and wants, seeking information, evaluating purchase alternatives, purchasing decisions, and post-purchase behavior.

The purchase decision is a consumer's decision to buy a product after previously thinking about the appropriateness of buying that product by considering the information he knows about the reality of the product after he has seen it.

2.3 Relationship Between Research Variables

Kotler and Armstrong (2012: 179) "Product diversity has a close relationship with purchasing decisions according to Kotler and Armstrong that:

"The variety of retailers' products must match the expectations of shopping on target. The retailer must decide on the breadth and depth of product variety. Thus, a company can offer a variety of products "

Kotler and Keller (2013: 155) The relationship between pricing on purchasing decisions is that "price has two main roles in the purchasing decision-making process, namely the role of allocation and the role of information".

Schiffman et al ., (2014: 152) "The Effect of Service Quality on Purchasing Decisions. define service quality is the level of excellence expected and control over that level of excellence to meet customer desires.

2.4 Hypothesis Development

Based on the description of the Relationship Between Research Variables, the variables used in this study are partial and simultaneous variables, thus it can be concluded that in each variable there is a relationship between one variable and another, so there is a development of a hypothesis in this study.

2.5 Kerangka Konseptual Penelitian

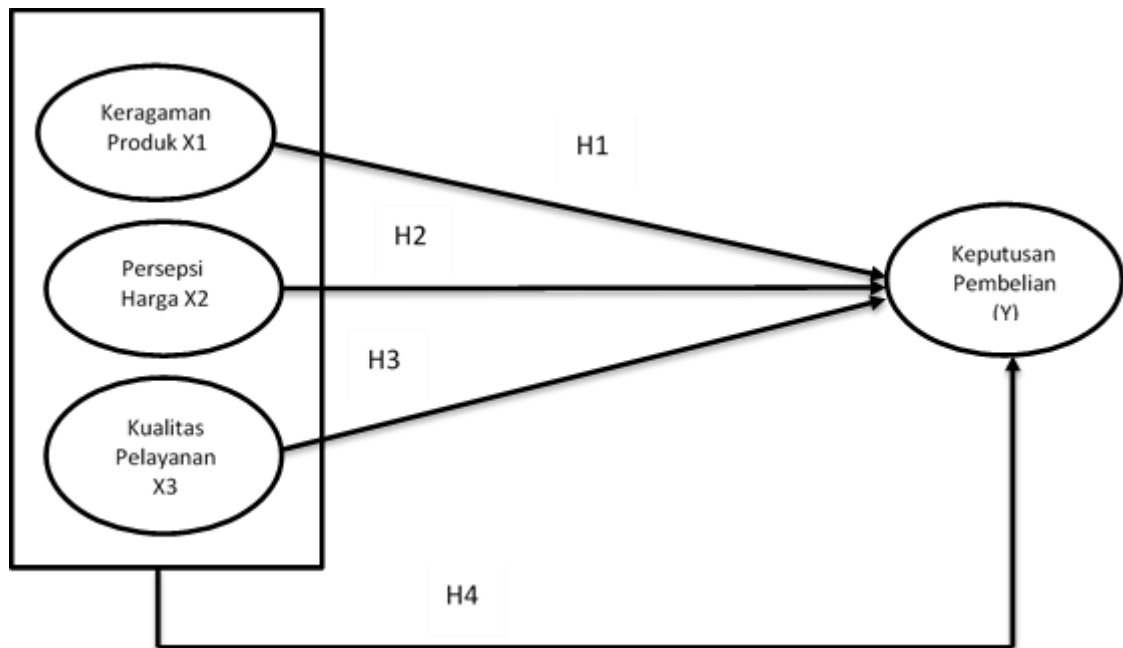


Figure 2.2. Conceptual framework

Hypothesis:

H1: There is a positive effect of product freshness on consumer purchasing decisions.

H2: There is a positive effect of Price Perception on consumer purchasing decisions.

H3: There is a positive effect of Service Quality on consumer purchasing decisions.

H4: There is a positive influence on product diversity, price perception and service quality on consumer purchasing decisions.

III. RESEARCH METHODS

The research method used by researchers in this study is a survey research method. Sugiyono (2014: 2) "The survey research method is research conducted on large and small populations, but the data studied is data from samples taken from the population and uses a questionnaire as a data collection tool". The survey method was chosen to determine the effect of product diversity, perceived price and service quality on purchasing decisions.

3.1 Population and Sample

3.1.1 Research population

Sugiyono (2014: 56) "The definition of population is a generalization area consisting of objects or subjects that have certain characteristics that are determined by researchers to be studied and then draw conclusions." The population in this study were all buyers who came to Transmart Carrefour Cempaka Putih Branch with the aim of buying products sold by Transmart Carrefour Cempaka Putih Branch. Sugiyono (2014: 54) "The sample can be defined as follows" The sample is part of the number and characteristics possessed by the population. For this reason, the sample taken from the population must be truly representative".

The sampling technique in this study was purposive sampling, namely the technique of determining the sample by considering certain criteria determined by the researcher. Respondents who were the samples in this study were customers of Transmart Carrefour, Cempaka Putih Branch with the following criteria:

1. Age over 16 years. With an adult age, it is expected that the respondent can make an objective assessment of the statements in the questionnaire related to the research variables.
2. Have at least been shopping at Transmart Carrefour twice. Respondents were selected by customers who had spent 2 or more times shopping at Transmart Carrefour Cempaka Putih because this research also relates to customer loyalty.

Sampling of this study using the MOE formula:

$$N = Z^2 / \left[\frac{4 (\text{Moe})}{n} \right]^2$$

Information:

N = Number of samples

Z = Normal distribution level at a significant level of 5% = 1.96

Moe = Margin of error (10%)

$$N = \left[\frac{1.96}{0.1} \right]^2 / \left[\frac{4 (0.01)}{n} \right]^2$$

$$N = 96.04$$

So that this study obtained an n value of 96.04 and rounded up to 97. So the number of samples taken in this study amounted to 97 people. The data analysis used in this study is multiple linear regression analysis, t test, f test and coefficient of determination. Multiple linear regression analysis is used to determine the relationship between the independent variable and the dependent variable whether each independent variable has a positive or negative relationship to predict the value of the dependent variable if the value of the independent variable has increased or decreased.

In this study the independent variables are Product Diversity (X1), Perceived Price (X2) and Service Quality (X3) while the dependent variable is Purchase Decision (Y). dependent variable The basis of decision making is as follows: (Ghozali, 2010).

3.2 Pengolahan Data

Processing data in this study using SPSS (Statistical Program For Social Sciences) 26.0 this is done so that statistical data processing can be faster and more precise.

3.3. Instrumen Penelitian

In this study, the instrument used in the form of a questionnaire was measured using a Likert scale, which is a scale used to measure the attitudes, opinions and perceptions of a person / group of people about certain events. In the Likert scale, there is a score or weight for the answers provided. If the answer is strongly agree it has a score of 4, agree has a score of 3, disagree has a score of 2, and if you answer strongly disagree it has a score of 1.

The measured variables are described in several indicators and each indicator has a sub indicator. This sub indicator will be used to compile instrument items in the form of statements in a questionnaire. The indicators used can be seen in the table.

Table 2.1 Measurement Criteria for Research Instruments

Kriteria	SKOR
Sangat Setuju	4
Setuju	3
Tidak Setuju	2
Sangat Tidak Setuju	1

Sumber : Sugiyono, *Metode Penelitian Bisnis* (2014)

3.4. Research Instrument Testing

3.4.1. Validity Test and Reliability Test

Sugiyono (2014: 116) "The validity test is used to determine the extent to which the measuring device (questionnaire) measures what is desired. The validity of the measuring instrument can be tested by correlating the total score obtained from the sum of all question scores. The data obtained were tabulated, then a factor analysis was performed to propose construct validity using a simple correlation method (r count), which correlates the factor scores with the total scores. This validity testing tool uses the product moment correlation formula, as follows:

$$r = \frac{n(\sum XY) - \sum X \sum Y}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

R count = coefficient of the validity of the statement item sought

N = Number of respondents (population)

X = score obtained by the subject of all items

Y = total score obtained from all items

Sugiyono (2014: 199) "The reliability test is an index that shows the extent to which the measuring device is reliable". After all the questions are valid, the next analysis is the reliability test with Cronbach's alpha. Performed on all questions from the variables. The trick is to compare r results with a constant value (0.6). In the reliability test as the result r value is alpha value. The condition is if r alpha > constant (0.6) then the question is reliable.

3.4.2. Analisis Regresi

3.4.2.1 Koefisien determinasi, Uji T dan Uji F

Sugiyono (2014: 125) "Useful regression is based on the functional or causal relationship of one independent variable with one dependent variable". In this study, using SPSS 26.0 statistical program tools to facilitate the processing of research data from the program, the output will be obtained in the form of processing results from the data that has been collected, then the output of the data processing results will be interpreted and analyzed. After the analysis is carried out, a conclusion can be drawn as a result of the research. Multiple linear regression is done to determine the extent to which the independent variable affects the dependent variable. In multiple linear regression, there is one dependent variable and more than one independent variable.

In this study, the dependent variable is the consumer's purchasing decision at Transmart Carrefour Cempaka Putih, while the independent variables are product diversity, perceived price and service quality.

The purchase decision relationship model with these variables can be arranged in a function or equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

Y: Purchase decision (dependent variable)

a: Constants

b: Regression coefficient

X1: Product diversity (Independent Variable)

X2: Perceived Price (Independent Variable)

X3: Quality of service (Independent variable)

Sugiyono (2014: 128) "The coefficient of determination (R^2) measures the extent to which the model is formed in applying variations in the independent variable. The value of determination used in this study is the adjusted r^2 value. This value is used because the adjusted r^2 value when evaluating the regression model can increase or decrease if one independent variable is added to the model is used to find out how much the independent variable affects the dependent variable. If R^2 is close, it means that the independent variable is very influential on the dependent variable.

This T test is used to determine the independent variable regression model ($X_1, X_2, X_3, \dots, X_n$) partially has a significant effect on the dependent (Y). This hypothesis test using SPSS 26.0 with the calculation results compared with t table and tcount.

Sugiyono (2014: 201) "The F test is used to determine whether directly together (simultaneously) the coefficient of the independent variable has a real effect or there is no dependent variable". This test is done by comparing the value of Fcount with Ftable. If basically the F statistical test shows whether all variables $F_{count} > F_{table}$ with a significance below 0.05 (5%) then together (simultaneously) the independent variables have a significant effect on the dependent variable, and vice versa. To determine the effect of the independent variable simultaneously on the dependent variable.

IV. RESEARCH RESULTS AND DISCUSSION

4.1. Validity Test and Reliability Test Pre test

Validity measurement is done by analyzing 20 respondents to the pre-test results to see the validity value. In the Pre-Test validity test, the research instrument can be said to be valid if the validity value is greater than 0.4227 (critical) and the significant value is less than 0.05. Testing is done by correlating the score of each item with the total score, testing is carried out using the product moment formula with the help of the SPSS 26.0 program (2020).

Tabel 1.1 Uji Validitas data Pre test

	No pernyataan	r hitung	r kritis	keterangan
Keragaman Produk (X1)	Keragaman Produk 1	0,734	0,422	Valid
	Keragaman Produk 2	0,876	0,422	Valid
	Keragaman Produk 3	0,778	0,422	Valid
	Keragaman Produk 4	0,847	0,422	Valid
Persepsi Harga (X2)	Persepsi Harga 1	0,936	0,422	Valid
	Persepsi Harga 2	0,997	0,422	Valid
	Persepsi Harga 3	0,894	0,422	Valid
	Persepsi Harga 4	0,776	0,422	Valid
Kualitas Pelayanan (X3)	Kualitas Pelayanan 1	0,889	0,422	Valid
	Kualitas Pelayanan 2	0,752	0,422	Valid
	Kualitas Pelayanan 3	0,835	0,422	Valid

	Kualitas Pelayanan 4	0,778	0,422	Valid
	Kualitas Pelayanan 5	0,903	0,422	Valid
	Kualitas Pelayanan 6	0,844	0,422	Valid
Keputusan Pembelian (Y)	Keputusan Pembelian 1	0,655	0,422	Valid
	Keputusan Pembelian 2	0,718	0,422	Valid
	Keputusan Pembelian 3	0,966	0,422	Valid
	Keputusan Pembelian 4	0,792	0,422	Valid
	Keputusan Pembelian 5	0,765	0,422	Valid

Sumber: Data diolah menggunakan SPSS 26 (2020)

Based on the results in table 4.1, it can be seen that the calculation of the validity of 4 variables is 19 statements. The results of the validity test show that all statement indicators in the research instrument meet the value indicated or it can be concluded that the statement indicators in the pre-test are valid.

The reliability test was conducted to measure the consistency and reliability of the statements in the questionnaire on the variables. According to Malhotra (2010: 60) by looking at the limit value of Cronbach's $\alpha > 0.60$, the statement indicators in the questionnaire are declared reliable, consistent, and relevant to variables. The following are the results of the reliability analysis of the research indicators.

Tabel 4.2 Uji Reliabilitas Data Pre-test

Variabel	Cronbach's Alpha	Kesimpulan
Keragaman Produk	0,901	Reliabel
Persepsi Harga	0,850	Reliabel
Kualitas Pelayanan	0,910	Reliabel
Keputusan Pembelian	0,845	Reliabel

Sumber: Data diolah menggunakan SPSS 26(2020)

Based on the results in table 4.2 above, it shows that all research variables, namely, Product Diversity, Price Perception, Service Quality, Purchase Decision Cronbach's $\alpha > 0.60$. This result states that if the statement indicator items in the questionnaire are stated to the same and different respondents, the results will tend to be constant and consistent.

4.2. Validity Test and Reliability Test Full Test

In the validity test, the research instrument can be said to be valid if the validity value is greater than 0.1975 (critical). Testing is done by correlating the score of each item with the total score, testing is carried out using the product moment formula with the help of the SPSS 26.0 program.

Tabel 4.3 Validitas Instrumen Per Butir Untuk Variabel Keragaman Produk (X_1). (full test).

No pernyataan	r hitung	r kritis	keterangan
Keragaman Produk 1	0,794	0,1975	Valid

Keragaman Produk 2	0,782	0,1975	Valid
Keragaman Produk 3	0,643	0,1975	Valid
Keragaman Produk 4	0,763	0,1975	Valid

Sumber: Data diolah menggunakan SPSS 26 (2020)

In table 4.3. It can be seen, the results obtained from the four statements on the product diversity variable (X1) each have a value greater than the critical value (0.1975), so that the four statements can be used in data collection in this study.

Tabel 4.4 Validitas Instrumen Per Butir Untuk Variabel Persepsi Harga (X2). (full test).

No pernyataan	r hitung	r kritis	keterangan
Persepsi Harga 1	0,864	0,1975	Valid
Persepsi Harga 2	0,728	0,1975	Valid
Persepsi Harga 3	0,847	0,1975	Valid
Persepsi Harga 4	0,896	0,1975	Valid

Sumber: Data diolah menggunakan SPSS 26 (2020).

In table 4.4. It can be seen that the results obtained from the three statements on the price perception variable (X2) each have a value greater than the critical value (0.1975), so that the four statements can be used in data collection in this study.

Tabel 4.5. Validitas Instrumen Per Butir Untuk Variabel Kualitas Pelayanan (X3). (full test).

No pernyataan	r hitung	r kritis	keterangan
Kualitas Pelayanan 1	0,721	0,1975	Valid
Kualitas Pelayanan 2	0,730	0,1975	Valid
Kualitas Pelayanan 3	0,687	0,1975	Valid
Kualitas Pelayanan 4	0,675	0,1975	Valid
Kualitas Pelayanan 5	0,615	0,1975	Valid
Kualitas Pelayanan 6	0,590	0,1975	Valid

Sumber: Data diolah menggunakan SPSS 26 (2020)

In table 4.5. It can be seen, the results obtained from the six statement items on the service quality variable (X3) each have a value of r count greater than the critical value (0.1975), so that the six statements can be used in data collection in this study.

Tabel 4.6 Validitas Instrumen Per Butir Untuk Variabel Keputusan Pembelian konsumen (Y). (full test).

No pernyataan	r hitung	r kritis	keterangan
Keputusan Pembelian 1	0,642	0,1975	Valid
Keputusan Pembelian 2	0,461	0,1975	Valid
Keputusan Pembelian 3	0,745	0,1975	Valid
Keputusan Pembelian 4	0,720	0,1975	Valid

Keputusan Pembelian 5	0,735	0,1975	Valid
-----------------------	-------	--------	-------

Sumber: Data diolah menggunakan SPSS 26 (2020).

In table 4.6. It can be seen that the results obtained from the five statements on the consumer purchasing decision variable (Y) each have a value greater than the critical value (0.1975), so that the five statements can be used in data collection in this study.

Reliability testing is intended to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. Testing the reliability of the instrument using the Alpha Cronbach method. the research instrument is said to be reliable if the Cronbach's Alpha value is 0.6 or more

The following is a table regarding the reliability test results of the product diversity variable (X1), perceived price (X2), service quality (X3) and consumer purchasing decisions (Y).

Tabel 4.7 Reliabilitas Instrumen Variabel keragaman produk, persepsi harga, kualitas pelayanan dan keputusan pembelian konsumen.

Variabel	Cronbach's Alpha	Kesimpulan
Keragaman Produk (X1)	0,732	Reliabel
Persepsi Harga (X2)	0,856	Reliabel
Kualitas Pelayanan (X3)	0,753	Reliabel
Keputusan Pembelian (Y)	0,683	Reliabel

Sumber: Data diolah menggunakan SPSS 26 (2020).

Based on the results in table 4.7 above, it shows that all research variables, namely, Product Diversity, Price Perception, Service Quality, Purchase Decision Cronbach's alpha > 0.60. This result states that if the statement indicator items in the questionnaire are stated to the same and different respondents, the results will tend to be constant and consistent.

4.3. Regression Analysis

The results of regression data testing between Product Diversity, Price Perception and Service Quality with Consumer Purchase Decisions made at the Carrefour Cempaka Putih Transmart Supermarket are presented in the following table:

Tabel 4.8. Hasil Analisa Regresi Keragaman Produk, Persepsi Harga dan Kualitas Pelayanan dengan Keputusan Pembelian konsumen.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.415	1.310		.317	.752
	Keragaman Produk (X1)	.344	.094	.282	3.668	.000
	Persepsi Harga (X2)	.243	.062	.268	3.907	.000
	Kualitas Pelayanan (X3)	.404	.070	.455	5.781	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the table above, it can be obtained a value of 0.415, a value of b1 of 0.344, a value of b2 of 0.243, a value of b3 of 0.404.

4.3.1 Koefisien Determinasi

The coefficient of determination is used to determine the influence of Product Diversity, Price Perception, and Service Quality on Consumer Purchasing Decisions. The results of data processing from the coefficient of determination are as follows:

Tabel 4.9. Koefisien Determinasi Keragaman Produk, Persepsi Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.595	1.30689

a. Predictors: (Constant), Kualitas Pelayanan (X3), Persepsi Harga (X2), Keragaman Produk (X1)

Based on the table above, the R2 (R Square) number is 0.608 or (60.8%). This shows that the percentage of the contribution of the influence of the independent variables (product diversity, price perception, and service quality) to the dependent variable (consumer purchasing decisions) is 60.8%. Or the variation of the independent variables used in the model (product diversity, price perception, and service quality) is able to explain 60.8% of the variation in the dependent variable (consumer purchasing decisions). While the remaining 39.2% is influenced or explained by other variables not included in this research model.

4.3.2 Uji T

The t statistical test basically shows how far the influence of one explanatory / independent variable individually in explaining the variation of the dependent variable (Ghozali, 2016).

Tabel 4.10. Hasil uji-t antara Keragaman Produk, Persepsi Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.415	1.310		.317	.752
	Keragaman Produk (X1)	.344	.094	.282	3.668	.000
	Persepsi Harga (X2)	.243	.062	.268	3.907	.000
	Kualitas Pelayanan (X3)	.404	.070	.455	5.781	.000

a. Dependent Variable: Keputusan Pembelian (Y)

a. Effect of product diversity (X1) on purchasing decisions (Y)

It is known that the sig value for the influence of the Product Diversity variable (X1) on the Purchasing Decision variable (Y) is 0.000 <0.05 and the t value is 3.668 > t table 1.9855, so it can be concluded that H1 is accepted which means partially the Product Diversity variable. (X1) has a significant effect on the purchasing decision variable at the Transmart Carrefour Cempaka Putih supermarket (Y).

b. The effect of price perception (X2) on purchasing decisions (Y)

It is known that the sig value for the influence of the Price Perception variable (X2) on the Purchasing Decision variable (Y) is 0.000 <0.005 and the t value is 3.907 > t table 1.9885 so that it can be concluded that H2 is accepted which means partially the Price Perception variable (X2) significant effect on the variable Purchasing Decision at the Carrefour Cempaka Putih (Y) Supermarket Transmart.

c. Effect of Service Quality (X3) on Purchasing Decisions (Y)

It is known that the sig value for the influence of the Service Quality variable (X3) on the Purchasing Decision variable (Y) is 0.000 <0.005 and the t value is 5.781 > t table 1.9855 so it can be concluded that H3 is accepted which means partially Service Quality variable

(X2) significant effect on the variable of Consumer Purchase Decisions at the Transmart Carrefour Cempaka Putih supermarket (Y).

4.3.3 Uji F

According to Ghozali (2016) the F statistical test basically shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent variable or the dependent variable. Simultaneous hypothesis testing aims to measure the influence of the independent variables together on the dependent variable.

Tabel 4.11. Anova Hasil uji-f antara Keragaman Produk, Persepsi Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.128	3	82.043	48.035	.000 ^b
	Residual	158.841	93	1.708		
	Total	404.969	96			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X3), Persepsi Harga (X2), Keragaman Produk (X1)

Based on the output above, it is known that the significance value for the effect of the variable Product Diversity (X1), Price Perception (X2), Service Quality (X3) simultaneously on the Purchasing Decision variable (Y) is $0.000 < 0.05$ and $F \text{ counts } 48.035 > F \text{ table } 2, 70$. So it can be concluded that H4 is accepted, which means that there is a simultaneous influence of Product Diversity variable (X1), Price Perception variable (X2), Service Quality (X3) on Purchasing Decisions (Y).

4.4 Discussion

From the research that has been done, namely to determine whether there is an influence between product diversity, price perception, and service quality on consumer purchasing decisions at the Carrefour Cempaka Putih Transmart supermarket.

a. The test results show that the Product Diversity variable (X1) has a positive and significant effect on Consumer Purchase Decisions (Y) of $0.000 < 0.05$ and the t value is $3.668 > t \text{ table } 1.9855$, so it can be concluded that the Product Diversity variable (X1) is accepted which means Partially the Product Diversity variable (X1) has a significant effect on the Consumer Purchasing Decision variable (Y). Product diversity or product completeness is needed by consumers to support them to meet their needs. Based on this description, it can be concluded that there is a positive and significant effect of Product Diversity in the Carrefour Cempaka Putih Supermarket on Consumer Purchasing Decisions.

b. The test results show that the Price Perception variable (X2) has a positive and significant effect on the level of Consumer Purchase Decisions (Y) of $0.000 < 0.05$ and the t value is $3.907 > t \text{ table } 1.9855$, so it can be concluded that the perceived price variable (X2) is accepted. it means that partially the price perception variable (X2) has a significant effect on the consumer purchasing decision variable (Y). Based on this description, it can be concluded that there is a positive and significant influence on the price perception of the Transmart Carrefour Cempaka Putih supermarket on consumer purchasing decisions.

c. The test results show that the Service Quality variable (X3) has a positive and significant effect on the level of Consumer Purchase Decisions (Y) of $0.000 < 0.05$ and the t value is $5.781 > t \text{ table } 1.9855$, so it can be concluded that the Service Quality variable (X3) is accepted which It means that partially the Service Quality variable (X3) has a significant effect on the Consumer Purchasing Decision variable (Y). Fast, nimble and friendly in the services provided by service or retail companies really influence consumers, in order to support convenience in transactions. Based on the description, it can be

concluded that there is a positive and significant influence on the perception of the price of the Carrefour Cempaka Putih Supermarket on Consumer Purchasing Decisions.

d. Based on the test results, it is known that the significant value for the effect of Product Diversity (X1), Price Perception (X2), and Service Quality (X3) simultaneously on Consumer Purchasing Decisions (Y) is $0.000 < 0.05$ and the f value is $48.035 > f$ table 2, 70, so it can be concluded that this hypothesis 4 variable Product Diversity (X1), Price Perception (X2), and Service Quality (X3) is accepted, which means that there is a simultaneous influence (jointly) on the Variable Product Diversity (X1), Price Perception (X2), and Service Quality (X3) on the Consumer Purchasing Decision variable (Y). Based on this description, it can be concluded that there is a simultaneous (jointly) influence on the variable of Product Diversity, Price Perception, and Service Quality of Carrefour Cempaka Putih's Transmart Supermarket on Consumer Purchasing Decisions.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

This research aims to determine the effect of product diversity, price perception, and service quality on consumer purchasing decisions at the Carrefour Cempaka Putih Transmart Supermarket. From the results of data analysis carried out using SPSS 26.0, the following conclusions are obtained:

1. The relationship between product diversity variables has a positive and significant effect partially on purchasing decisions.
2. Perception variable relationship price has a positive and partially significant effect on purchasing decisions.
3. The relationship between service quality variables has a positive and partially significant effect on purchasing decisions.
4. The relationship between product diversity, price perception, and service quality variables has a positive and significant effect simultaneously or together on purchasing decisions.

5.2 Suggestion

This research is of course still far from perfect and of course it has limitations so that improvements are needed for future research. Therefore, the following suggestions from the authors in order to progress the Carrefour Cempaka Putih Supermarket Transmart and these suggestions as the basis for further research, including:

1. Product diversity in its role influences consumer purchasing decisions. Of the many products and the completeness of the product, it has the appeal of consumers to come and buy products at Transmart Carrefour Cempaka putih. For this reason, Transmart Carrefour Cempaka Putih must innovate a wide variety of products sold to be able to improve consumer purchasing decisions and goods that are sought and needed by consumers are always available.
2. Price is one of the consumer's factors in determining purchasing decisions, hence the perception of price for consumers arises. The price given by Transmart Carrefour Cempaka Putih is indeed quite high, and is fairly expensive compared to its competitors. For this reason, Transmart Carrefour Cempaka Putih supermarkets can provide prices according to the needs and also the purchasing power of the people around the store and the cheap prices given and economically affect consumer purchasing decisions.
3. Quality of service in its role influences consumer purchasing decisions. Service becomes more value for consumers who come repeatedly to the supermarket. With services provided fast, nimble, enthusiastic, and friendly, it will have an impact on consumer purchasing decisions. For this reason, Transmart Carrefour Cempaka Putih must maintain the quality of service that is already good and always consistently the best.
4. For further research, it is expected to be able to use variables that are thought to influence consumer purchasing decisions, such as purchase intention, brand image, promotional strategies, etc.

REFERENCE LIST

- Adipramita, Vionna. 2019. The Influence of Service Quality, Price Perception, and Location on Purchasing Decisions at Lancar Jaya Gold Jewelry Store Sekaran Lamongan. *Journal of Management Economics*, University of 17 August 1945 Surabaya, 4 (1), 80-90.
- Assauri, Sofjan. (2010, January 23). *Marketing Management*. Rajawali Pers. Jakarta.
- Chendradewi, Ranny. 2016. The Influence of Price Perception, Customer Trust, Service Quality and Product Quality on Purchasing Decisions at Waroend Steak & Shake Kelud branch. *Journal of Management of Diponegoro University*, 5 (4), 267–278.
- Frontier Consulting Group, Research Division. 2013. *Brand Switching Analysis in the Modern Retail Industry*. Downloaded on May 30 2020, www.marketing.co.id/brand-switching-analysis-dalam-industri-ritel-modern.
- Jeddi, Nabil. 2010. The Impact of Label Perception on the Consumer's Purchase Intention: An Application on Food Product. *IBIMA Journal Business Review Campus Universitaire Mrezgua, Tunisia*. 1-14.
- Kartikasari, Ratna Dewi. 2020. The Influence of Perceptions of Price, Service Quality, Location, Brand Image and Product Quality on Purchasing Decisions of Customers at the Sauli Mart Kesamben Minimarket. *Journal of Management of the Islamic University of Malang*, 9 (11), 352-363.
- Kotler, Philip and Gary. A. 2012. *Principles of Marketing*. Jakarta: Erlangga. Thing. 29, 33, 177, 179, and 314
- Kotler, Philip. and Kevin. L. K. 2013. *Marketing Management*. Jakarta: Erlangga Volume 2. Pg. 4,13,15,27,42,69 and 155.
- Kumar, Niraj. 2016. Do Labels Product Diversity Influence Purchase Decisions Of Food Products? Study of Young Consumers Of An Emerging Market. *British Food Journal India Institute Management, Lucknow India*. 119 (2), 218 - 229.
- Le, Duc. Nha., H. T. Nguyen and P. H. Truong. 2020. Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam. *Faculty of Business Administration*. 36 (2), 89–103.
- Lewis and Booms. 2012. *Tjiptono Marketing Services*. Pg 157
- Mimi, S. A. 2015. The Effect of Price, Service Quality, Location and Product Diversity on Purchasing Decisions at Ranch Market. *Tarumanegara University Journal of Economics*, 20 (1), 89-102.
- Nugroho, J. Setiadi. 2015. *Consumer Behavior Concepts and Implications for Marketing Strategy and Research*. Jakarta: Golden. Pg 38.
- Peter, J. Paul. and Jerry. C. O. 2014. *Consumer Behavior*. Jakarta: Rineka Cipta. Pg 142
- Schiffman, Leon.G. and Kanuk, Leslie. 2014. *Consumer Behavior Prentice*. Bandung. Pp. 190 and 224
- Sugiyono. 2014. *Business Research Methods*. Jakarta: Alfabeta. Pages 2, 54, 56, 59, 62, 115-116, 125, 128, 199, 201.
- Suharno. 2010. *Marketing in Practice*. First Edition. Yogyakarta: Graha Publisher. Pp 24 and 96.
- Sumarni, Murti. And John Soeprihanto. 2010. *Introduction to Business (Basics of Company Economics 5th Edition*. Yogyakarta: Liberty. Page 281

-
- Sutikno. 2020. Analysis of Brand Awareness, Perception of Quality and Brand Association of Purchasing Decisions at CS Finance Tangerang Branch. *Journal of Vocational Economics*, Serang Raya University. 3 (1).
- Swastha, Basu. 2012. *Modern Marketing Management*. Yogyakarta: Liberty. Pg 55.
- Tjiptono, Fandy. 2014. *Marketing Services*. Malang: Bayumedia. Pages 4, 8,10,15,42,152 and 157.
- Wibisono, Bramasatya. M. and Agung. B. 2020. The Influence of Product Quality and Price on Purchasing Decisions of Yamaha Mio at Yamaha Mataram Sakti Semarang. *Journal of Business Administration*, Diponegoro University. 9 (1), 342-348.
- Widyautami, Christina. 2010. *Retail Management*. Jakarta: Salemba Empat edition 2. Pg 162.