

ANALYSIS FACTORS INFLUENCING BUYING DECISION OF CELL PHONE ACCESSORIES AT BINTANG STORE IN MANADO**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN AKSESORIS PONSEL DI TOKO BINTANG DI MANADO**

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Abstract: The study aims to analyze the various factors that influence consumers' decision-making process when purchasing cellphone accessories at Bintang Store, understanding the determinants that shape consumers' choices is crucial for retailers seeking to optimize their marketing strategies. By identifying and examining these factors (are Price, Product Completeness, and Location), store can tailor their offerings efforts to meet consumer preferences effectively. This research utilizes quantitative techniques. The collected data is then analyzed using IBM SPSS 22 Program, including multiple regression analysis. The findings shed light on the relative importance of different factors in influencing consumers' decision-making processes when purchasing cellphone accessories. Furthermore, they provide valuable insights into the specific attributes and characteristics that drive consumer behavior in this context. Overall, this research contributes to the existing literature on consumer behavior and decision-making processes in the context of cellphone accessories. By analyzing the factors that influence consumers' choices at Bintang Store, this study provides practical recommendations for the store looking to enhance their understanding of consumer preferences and optimize efforts.

Keywords: price, product completeness, location, buying decision

Abstrak: Penelitian ini bertujuan untuk menganalisis berbagai faktor yang mempengaruhi proses pengambilan keputusan konsumen saat membeli aksesoris ponsel di toko Bintang, memahami determinan yang membentuk pilihan konsumen sangat penting bagi peritel yang ingin mengoptimalkan strategi pemasarannya. Dengan mengidentifikasi dan memeriksa faktor-faktor ini (yaitu Harga, Kelengkapan Produk, dan Lokasi), toko dapat menyesuaikan upaya penawaran mereka untuk memenuhi preferensi konsumen secara efektif. Penelitian ini menggunakan teknik kuantitatif. Data yang terkumpul kemudian dianalisis dengan menggunakan Program IBM SPSS 22, termasuk analisis regresi berganda. Temuan menjelaskan pentingnya relatif berbagai faktor dalam mempengaruhi proses pengambilan keputusan konsumen saat membeli aksesoris ponsel. Selain itu, mereka memberikan wawasan berharga tentang atribut dan karakteristik spesifik yang mendorong perilaku konsumen dalam konteks ini. Secara keseluruhan, penelitian ini berkontribusi pada literatur yang ada tentang perilaku konsumen dan proses pengambilan keputusan dalam konteks aksesoris ponsel. Dengan menganalisis faktor-faktor yang mempengaruhi pilihan konsumen di Bintang Store, penelitian ini memberikan rekomendasi praktis bagi toko yang ingin meningkatkan pemahaman mereka tentang preferensi konsumen dan mengoptimalkan upaya.

Kata Kunci: harga, kelengkapan produk, lokasi, keputusan pembelian

INTRODUCTION

Research Background

Today, the economy is constantly changing or develop over time and this can be demonstrated more and more companies have sprung up in our country either state or company private companies whose inventions will compete for maintain their existence or survival. Many companies those engaged in the same plane that results the competition is getting tougher so many companies don't maintain its survival. The satisfaction of consumer needs is the goal to be achieved by every company, so marketing is an important activity to achieve company

goals. Marketing is done so business runs smoothly and develops in the face of competitors increasingly competitive. It opens up the opportunities for similar businesses to add more value to their products and productions. Every business actor is required to be sensitive to any changes that occur in order to meet consumer demand. To meet each different demand, this is the reason why companies must study and understand their consumer behavior. Between one consumer and another, not all of them have the same behavior, therefore optimal handling is needed so that consumers will feel satisfied and the company will survive.

Purchase/buying decisions involve a range of factors that influence consumer behavior. These factors include personal preferences, perceived value, brand reputation, pricing, quality, convenience, and social influences. Each individual has unique motivations, desires, and decision-making criteria that impact their purchasing choices. Buying decisions have effect on industries and supply chains. When consumers choose certain products or brands, it influences the demand for raw materials, manufacturing processes, distribution networks, and retail channels. Buying decisions shape the composition and dynamics of various industries and can impact entire supply chains. Also, buying decisions directly affect individuals' satisfaction and well-being. Whether it's purchasing goods, services, or experiences, the choices individuals make can fulfill their needs, desires, and aspirations. Buying decisions contribute to personal enjoyment, convenience, and improved quality of life. Buying decisions have implications for the environment and society. Consumers who prioritize sustainable and socially responsible products and practices can drive companies to adopt more environmentally friendly and ethical approaches. Buying decisions can promote positive change and encourage businesses to consider their impact on sustainability, fair trade, labor practices, and more. Overall, buying decisions have far-reaching effects on industries, supply chains, and the well-being of individuals and society as a whole.

Price, product completeness, and location are closely related to buying decisions because they are key factors that consumers consider when making purchasing choices. Price is a fundamental consideration for consumers during the buying decision process. It directly affects affordability and the perceived value of a product or service. Consumers assess whether the price aligns with their budget and whether the benefits offered by the product justify the cost. Price can influence the perceived quality, exclusivity, and overall value proposition of a product. Higher prices may be associated with higher quality or prestige, while lower prices may signal affordability or value for money.

Product completeness refers to the extent to which a product fulfills the needs, expectations, and desired features of consumers. When evaluating buying decisions, consumers consider whether a product offers the necessary features, functionality, and benefits they seek. Product completeness play a role here, as customers assess whether a product or service is comprehensive enough to meet their needs and address the specific problem they have identified. A complete product provides a comprehensive solution that meets consumers' requirements and offers a satisfying user experience. The level of product completeness can influence the perceived value, differentiation, and overall appeal of a product in comparison to alternatives. In addition, they may consider the location factor and explore options that are conveniently accessible to them. Location factors can include proximity to their residence, workplace, or other frequently visited areas.

The location of a business or store is one of the factor in the buying decision process. Consumers prefer products and services that are conveniently accessible. Location is the process of determining a geographic site for a firm's operations. Managers of both service and manufacturing organizations must weigh many factors when assessing the desirability of a particular site, including proximity to customers and suppliers, labor costs, and transportation costs. The proximity of a store to a consumer's location or frequently visited areas influences convenience and ease of purchase. Location can also signal alignment with a consumer's demographic, preferences, or cultural context. Moreover, location affects the perceived reputation, trustworthiness, and overall image of a brand or business. After making the decision, the customer completes the transaction by acquiring the chosen product or service. This can be done through various channels, such as physical stores, online platforms, mobile apps, or direct sales. The customer may consider the convenience of the location when selecting the channel through which they make the purchase. They may opt for a physical store if it is in a favorable location, or choose an online platform if it offers convenience and accessibility. They may consider Bintang store or the other store or platform to make a purchase.

Studying consumer buying decision for the success of a marketing system and others into buyer responses becomes very important because consumer behavior is not static but continues to change along with influencing factors. The natural conditions that cause these factors are useful for identifying and understanding certain consumers. Therefore, researchers are interested in researching the factors that consumers consider in purchasing/buying cellphone accessories in Manado. This is because Manado is a potential market for this. Seeing the high public interest in the use of accessories on their cellphones such as cases, earphones, joysticks, wireless chargers, etc., it is necessary to conduct a survey on the profile of consumer attitudes that have a relationship with interest. Although many experts have different opinions about the relationship between attitudes and interests in

consumer behavior, it becomes more meaningful if the review pays attention to factors including price, product completeness, and location. Whether the measurement is good or not will depend on four main elements, namely action, target, time, and consequence. So in essence a survey of attitudes can be done to determine consumer behavior (Engel, 1994). This research was conducted because it has the aim to study the variation in the trend of people's consumption of cellphone accessories at what factors are considered by consumers in buying cellphone accessories. Of the many factors found, is there the most powerful factor considered in the purchase of cellphone accessories. This research provides valuable data and insights for businesses. By analyzing purchase patterns, businesses can gain insights into customer preferences, buying behavior, and market trends. This information can be used to refine marketing strategies, improve product offerings, personalize customer experiences, and identify opportunities for cross-selling or upselling.

Research Objectives

1. To know the influence of price on buying decisions of customer of Bintang store
2. To know the influence of product completeness on buying decisions of customer of Bintang store
3. To know the influence of location on buying decisions of customer of Bintang store

THEORETICAL FRAMEWORK

Buying Decision

Purchase decision/buying decision involves a sequence of choices formed by a consumer before making a purchase which starts once he/she has a willingness to fulfil a need. According to Kotler (2005), purchasing decisions are actions of consumers to want to buy or not to the product. From the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are well known to the public. According to Kotler and Armstrong (2018), purchasing decisions are defined as what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. Schiffman and Kanuk (2007) stated that consumers normally search for information relevant about a specified consumption-related need from their past experiences before looking for external sources of information. In other words, past purchase experience is regarded as an internal source of information that a consumer relies on before making a decision. In addition, several consumers' decisions are most likely to be formed by integrating past purchase experience as well as marketing programs and non-commercial information sources (Schiffman and Kanuk, 2007).

Price

According to Kotler and Keller (2015), price is the amount of money that consumers exchange for the benefits of owning or using products and services. Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. Price is a significant factor that influence buying decision. Consumer evaluate whether the price aligns with their budget and financial capabilities. If the price is too high, it may deter potential buyer, while a lower price can make the product more accessible and attractive. Price refers to the numerical value or amount assigned to a product, service, or asset in exchange for its value.

Product Completeness

Kotler (2005) stated that 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 includes not only tangible features, but also intangible features such as images and services that can be seen. Can be concluded that product completeness is a variety of products starting from the brand, quality and availability of these products at any time in the store. The completeness of the product concerns the depth, breadth of the quality of the products offered as well as the availability of these products at any time in the store.

Location

Location is a physical place that has a strategic function that is easily seen and reached by consumers so that they can determine the achievement of the objectives of the business entity. Indicators: access, visibility, traffic, parking, expansion. Location refers to a set of factors that influence the costs, availability of inputs, market access, and competitive conditions for a business. Consumers often prefer products or services that are easily accessible and located in close proximity to their homes, workplaces, or frequently visited areas. Factors such as transportation options, parking availability, and infrastructure play a role in determining how accessible a location

is. Customers may be more inclined to choose a location that is easily reachable and has suitable transportation options.

Empirical Studies

Brata, Husani, and Ali (2017) examined and analyzed the effect of variable quality of product, price, promotion, and location on purchase decision product nitchi at PT Jaya Swarasa Agung in Central Jakarta both partially or simultaneously. This statistic parametric study adopted method that use a multiple linear regression in which the data processed by SPSS program. Sample size was 115 buyers product nitchi in Supermarket Rezeki as respondents. The instruments used in the form of a structured questionnaire with Likert scale was used to collect data which consisted of 23 questions arranged based on indicator and dimensions derived from each variable. The result showed that quality of product, price, promotion, and location in influencing the purchasing decision, either partially nor simultaneously.

Bugis et al. (2021) determined the effect of product completeness and price on purchasing decisions for office stationery at UD. Pemancar Ilmu Store in Namlea. This research is descriptive correlation research. The object of this research is consumers who represent personal and institutional / both government and private institutions who have been or have become customers and make purchases of stationery products at UD. Pemancar Ilmu Store in Namlea City. This research took place from April to May 2020. The type of data in this study was qualitative data and quantitative data. Data collection techniques in this study using observation and questionnaires. The data analysis in this study used multiple linear regression analysis. The results showed that there was a positive influence between product completeness on purchasing decisions, and there was a positive influence between product completeness on purchasing decisions at UD. Pemancar Ilmu Store in Namlea City.

Harahap (2015) analyzed the factors that influence consumer purchase decisions in Pajak USU (Pajus) Medan ie location, completeness of the product and prices. Samples were taken totaling 96 respondents. Data collection techniques that used were questionnaire using a Likert Scale measurement and statistical processing with multiple linear regression method. To test the hypothesis in this research t test showed that the research hypothesis for X2 and X3 accepted, meant that there were positive and significant influences between variable range of products and prices on consumer purchasing decisions in Pajak USU (Pajus) Medan. While the research hypothesis for X1 was rejected, meant that there was no positive and significant influence between variable locations on consumer purchasing decisions in Pajak USU (Pajus) Medan. From statistical F test, obtained that simultaneously, location, completeness of the product and prices influenced consumer purchasing decisions significantly.

Conceptual Framework

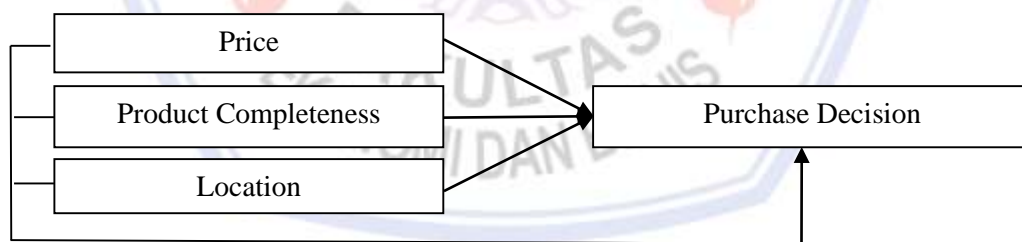


Figure 1. Conceptual Framework
Source: Data Processed (2023)

Research Hypothesis

H₁: Price influence the people buying decision.

H₂: Product completeness influence the people buying decision.

H₃: Location influence the people buying decision.

H₄: Price, product completeness, and location simultaneously influence the people buying decision.

RESEARCH METHOD

Validity Test

To find out the validity of each item in the questionnaire can be done using the Pearson Product Moment formula with decision making: If $r_{\text{count}} > r_{\text{tabel}}$ then the data is valid, and vice versa if it is $r_{\text{count}} < r_{\text{tabel}}$ then the data is invalid.

Reliability Test

To find out the reliability of the questionnaire can be done using the Alpha Cronbach coefficient with decision making:

1. If the > 0.5 it means that the item of the variable statement can't be relied upon.
2. If it means the item of the variable statement is unreliable.

Classical Assumption Test**Normality Test**

This test aims to test whether in the regression model, confounding variables have a normal distribution (Ghozali, 2019). The easiest way to view normality is graph analysis. Graph analysis is used to see the normality of the data by looking at the histogram graph and the normal probability plot curve. On a histogram graph, a data is said to be normal if the shape of the curve has a slope that tends to be balanced both on the left side and on the right side or is in the shape of a bell. On a normal probability plot curve, data is said to be normal if the data points spread around the diagonal line or follow the direction of the diagonal line.

Multicollinearity Test

A good regression model should not have a correlation between the independent variables (Ghozali, 2019). An analysis says there is no multicollinearity symptom if Tolerance > 0.10 and VIF (Variance Inflation Factor) value < 10 (Ghozali, 2019).

Heteroscedasticity Test

A good regression model is homoscedasticity or heteroscedasticity does not occur (Ghozali, 2019). The way to detect the presence or absence of heteroscedasticity is by looking at the plot graph between the predicted value of the dependent or dependent variable, namely ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot chart, if there is a certain pattern, such as dots that form a certain regular pattern (wavy, widened then narrowed), then it indicates heteroscedasticity has occurred: if there is no pattern clear, and the dots spread above and below the number on the Y axis, so there is no heteroscedasticity (Ghozali, 2019).

Multiple Linear Regression

The data analysis technique used in this research is multiple linear regression. Multiple linear regression is a statistical technique used to examine the relationship between a dependent variable and multiple independent variables. The general form of a multiple linear regression model can be expressed as:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y	= Buying Decision Making Process
a	= Intercept / constant value
X_1	= Price
X_2	= Product Completeness
X_3	= Location
$\beta_1 \beta_2 \beta_3$	= Independent variable regression coefficient
e	= Standard error error rate

The multiple linear regression model aims to estimate the values of the coefficients ($\beta_0, \beta_1, \beta_2, \dots, \beta_n$) that minimize the sum of the squared differences between the observed values of the dependent variable and the predicted values based on the independent variables. Multiple linear regression allows for the analysis of the joint effects of multiple independent variables on the dependent variable, controlling for the influence of other variables. It can be used for prediction, understanding the relationships between variables, hypothesis testing, and identifying significant predictors.

Correlation Coefficient (R) and Coefficient of Determination (R²)

The correlation coefficient (R) is used to measure the strength of the relationship between independent variables together on dependent variables Djarwanto and Subagyo (2016). The correlation coefficient is used to see the percentage of the relationship between the independent variables (X_1, X_2, X_3) and the dependent variable. If the correlation coefficient (R) is greater or closer to one hundred percent (100%) then the relationship is getting stronger, whereas if the coefficient (r) is closer to 0 (zero) then it can be said that the relationship is getting weaker. The coefficient of determination (R²) aims to see the size of the influence of the independent variable on the dependent variable (Supratno, 2016). The coefficient of determination shows the contribution of the independent

variable to the dependent variable, which is represented by a percentage. The greater the percentage, it can be said that the independent variable (X_1, X_2, X_3) has a large contribution or role in influencing the dependent variable (Y), while the remaining percentage is another independent variable that is not included in this study. Conversely, the smaller the percentage, the smaller the contribution or role of the independent variable (X_1, X_2, X_3) in influencing the dependent variable (Y).

Hypothesis Test

T Test (Partially)

The t test basically shows how much influence one independent variable individually has in explaining the dependent variable Ghozali (2019). Tests were carried out using a significance level of 0.05 ($\alpha = 5\%$). If the significant value > 0.05 then the null hypothesis is accepted (the regression coefficient is not significant). This means that partially the independent variable does not have a significant effect on the dependent variable. If the significant value ≤ 0.05 then the null hypothesis is rejected (significant regression coefficient). This means that partially the independent variable has a significant effect on the dependent variable. If $t_{count} \leq t_{table}$ then H_0 is accepted and H_a is rejected if $t_{count} > t_{table}$ then H_0 is rejected, H_a is accepted. This test is carried out at a significant level of 5% (sig 0.05).

F Test (Simultaneously)

The F test shows whether all independent or free variables have an influence simultaneously on the dependent or dependent variable (Ghozali, 2019). If $F_{count} < F_{table}$ then H_0 is accepted and H_a is rejected, but if $fcount \geq ftable$ then H_0 is rejected H_a is accepted, which means that simultaneously X_1, X_2, X_3 affects Y.

RESULT AND DISCUSSION

Result

Validity Test and Reliability Test

Validity test is used to measure whether a questionnaire is valid or not. The trial was carried out after the instrument/questionnaire had been compiled, the instrument was tested on the sample from which the population was taken. Validity test shows that the instrument is above 0.5 that is considered valid. Reliability tests are used to measure the stability of each statement, where the data tested shows consistency in how well to measure a concept simultaneously. It reliably shows that an instrument can measure a similar object. Reliable data decision-making for each variable if the Cronbach Alpha value > 0.5 . Reliability test shows that all variables, the three variables consisting of Price, Product Completeness, Location, and Buying Decision are reliable with the value of Alpha Cronbach > 0.5 or the data is consistent and acceptable.

Classical Assumption Test

Normality Test

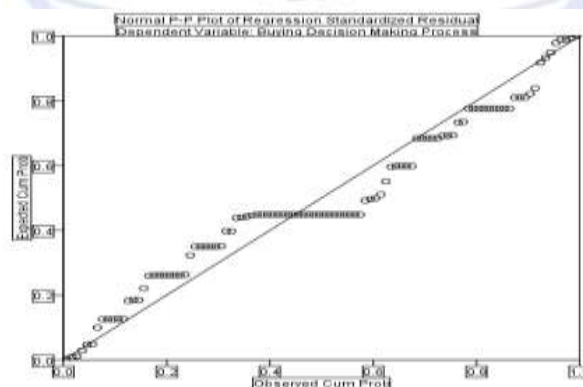


Figure 2. Normality of P-P Plot Regression

Source: Data Processed (2023)

Figure 2 shows that the data points spread around the diagonal line or follow the direction of the diagonal line, thus data is normal.

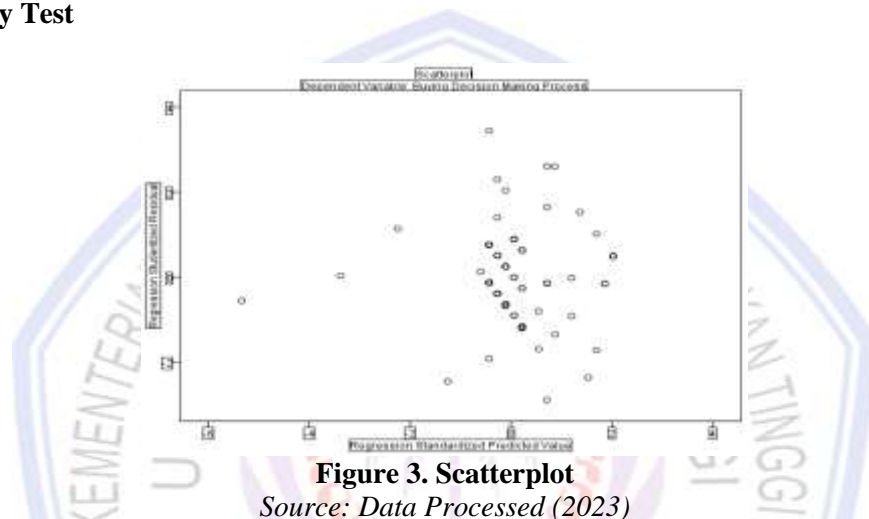
Multicollinearity Test**Table 1. Collinearity Statistics**

Model	Tolerance	VIF	Information
(Constant)			
Price	.363	2.755	Non-Multicollinearity
Product Completeness	.400	2.498	Non-Multicollinearity
Location	.472	2.118	Non-Multicollinearity

a. Dependent Variable: Buying Decision

Source: Data Processed (2023)

The results of the calculations are shown in Table 1, resulting in the VIF value for all X variables less than 10 (<10) and the Tolerance value for all X variables being more than 0.1. So it can be concluded that there is no symptom of multicollinearity in this research model.

Heteroscedasticity Test**Figure 3. Scatterplot**

Source: Data Processed (2023)

Figure 3 states that the scatterplot graph displayed for the heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the spread of the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so that the regression model is feasible to use to predict the variable Buying Decision (Y).

Correlation and Determination Coefficient**Table 2. Correlation and Determination Coefficient**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.715	.706	1.12675

Source: Data Processed (2023)

The results of the Correlation Coefficient or R of 0.846 this indicates that the effect of Price, Product Completeness and Location ($X_1 X_2 X_3$), on the dependent variable Buying Decision (Y) has a strong relationship, which is 84.6%. It can also be seen that the result of the Coefficient of Determination or R square (R^2) is 0.715 which indicates that 71.5% of Buying Decision (Y) is influenced by Price, Product Completeness and Location ($X_1 X_2 X_3$) while the remaining 28.5% is influenced by other variables not examined in this study.

Hypothesis Test**T-Test (Partially)**

Based on the results of the calculation in table 3:

1. The value of significant level of Price (X_1) variable is $0.000 < 0.05$, so H_0 is rejected, meaning that Price (X_1) has a significant effect on Buying Decision (Y), thus H_a is accepted
2. The value of significant level of Product Completeness (X_2) variable is $0.000 > 0.05$, so H_0 is rejected, meaning that Product Completeness (X_2) has no significant effect on Buying Decision (Y), thus H_a is accepted

3. The value of significant level of Location (X_3) variable is $0.133 > 0.05$, so H_0 is accepted, meaning that Location (X_3) has no significant effect on Buying Decision (Y), thus H_a is rejected

Table 3. Multiple Linear Regression

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	2.890	1.199		2.411	.018		
	Price	.574	.106	.490	5.425	.000	.363	2.755
	Product Completeness	.290	.080	.313	3.641	.000	.400	2.498
	Location	.285	.188	.120	1.515	.133	.472	2.118

a. Dependent Variable: Buying Decision

Source: Data Processed (2023)

F-Test (Simultaneously)

Table 4. F-Test Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	306.312	3	102.104	80.425	.000 ^b
	Residual	121.878	96	1.270		
	Total	428.190	99			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Location, Product Completeness, Price

Source: Data Processed (2023)

Based on Table 4, the f test was used to determine the significance of the regression model used. The commonly used method is to compare *fcount* with *f_{table}* at the 0.05 level of significance. The results of the f (sig. f) significance test simultaneously from the variables (X_1 X_2 X_3) to (Y), namely Buying Decision of 0.000. This means that the coefficient of the variable (X_1) Price, the variable (X_2) Product Completeness, and the variable (X_3) Location has a joint effect on Y or Buying Decision, where the significant value is less than 5% (<0.05). This means that hypothesis 4 (H_4) which states that the Price, Product Completeness and Location (X_1 X_2 X_3) variable, on the dependent variable Buying Decision (Y) simultaneously, can be accepted or proven. In addition to using probability values or Sig values, another method that can be used is to use calculated *Fcount* compared to *F_{table}*. The assessment criteria using this method are, if the calculated *Fcount* is greater than the *F_{table}*. $Fcount \geq F_{table}$ then the research hypothesis is accepted, and vice versa. In the case above, *Fcount* has a value of 80.425 while *F_{table}* has a value of 3.09, this means $Fcount \geq F_{table}$, so the research hypothesis can be accepted.

Discussion

The Partial Influence of Price on Buying Decision

The result show that the Price (X_1) has a positive significant effect on the level of Buying Decision (Y) of $0.00 < 0.05$, and the tvalue is $5.425 > t_{table}$ 2.890 so it can be concluded that the price variable (X_1) is accepted. It means that partially the price variable (X1) has a significant effect on the buying decision variable (Y). This research result is same with previous research by Syachroni (2020) that Price variable has a significant effect on Consumer Purchase Decision. 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. This research result is also same with previous research by Brata, Husani, and Ali (2017) that partial variable price significantly influence the purchasing decisions of products Nitchi at PT Jaya Swarasa Agung in Central Jakarta.

The Partial Influence of Product Completeness on Buying Decision

The result show that the Product Completeness (X_2) has a positive significant effect on the level of Buying Decision (Y) of $0.000 < 0.05$, and the tvalue is $3.641 > t_{table}$ 2.890 so it can be concluded that the price variable (X_2) is accepted. It means that partially product completeness variable has a significant effect on the buying decision variable (Y). This research result is same with previous research by Bugis et al. (2021) that product completeness variable has a significant effect on Purchase Decision. It can be concluded that there is a positive

influence between product completeness on purchasing decisions at UD. Pemandar Ilmu Store in Namlea City. This research results is also same with previous research by Akbar (2017) that product completeness variable has a significant effect on Purchase Decision, significant value $0.322 < 0.05$ and the t value is $1.640 > t$ table 1.985. Testing variable proved that location variable have positive and significant influence to purchase decision variable.

The Partial Influence of Location on Buying Decision

The research result show that the Location (X_3) has a negative significant effect on the level of Buying Decision (Y) of $0.133 < 0.05$, and the tvalue is $1.515 < t$ table 2.890 so it can be concluded that the location variable (X_3) is rejected. It means that partially product completeness variable has a no significant effect on the buying decision variable (Y). This research result is same with previous research by Harahap (2015) that location variable has a significant effect on Purchase Decision, significant value $0.667 > 0.05$ and the t value is $0.432 < t$ table 1.661. Testing variable proved that location variable have positive and significant influence to purchase decision variable.

The Simultaneously Influences of Price, Product Completeness, and Location on Buying Decision.

The result show that the Price, Product Completeness, and Location (X) has a positive significant effects on the level of Buying Decision (Y) of $0.000 < 0.05$ and the fcount $80.425 > f$ table 3.09. It means that price, product completeness, and location variables simultaneously has a significant influences on the buying decision variable. The research result is same with previous research by Harahap (2015), the result show that there is simultaneously influences of Price (X_1), Product Completeness (X_2), and Location (X_3) variables on Buying Decision (Y), significant value $13.804 > 2.7$ and fcount $3.540 > f$ table 1.661. It can be concluded that there is a positive and significant influence on Buying Decision of Pajus Medan. This research result is same with previous research by Fransiska N. Erviandari (2018), the result show that there is simultaneously influences of Price (X_1), Product Completeness (X_2), and Location (X_3) variables on Repurchase Interest (Y), significant value $0.000 > 0.05$ and fcount $10.200 > f$ table 3.09. It can be concluded that there is a positive and significant influence on Repurchase Interest of Mirota Campus student.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Price, Product Completeness and Location had a significant effect on Buying Decision Making Process.
2. Price has a significant effect Buying Decision Making Process.
3. Product Completeness has a significant effect Buying Decision Making Process.
4. Location has no significant effect on Buying Decision Making Process.

Recommendation

1. Bintang store maintain the price of the products and provides more product variance so that it can be the opportunity to customers buy the products.
2. The location of the store is accessible, so do not need to worry about a location that is not strategic.
3. This research can be used for future research regarding to the study case study of Bintang store or the factors that influence people's buying decision making process, especially people's behavior on buying decision making process of cell phone accessories.

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