



## Analysis of the Influence of Product Completeness, Service and Price on Consumer Repeat Purchase Decisions

**Andy Yusuf Susanto, J.E. Sutanto**

Ciputra University CitraLand CBD Boulevard Made, Surabaya, Indonesia

\*Email: [asusanto03@magister.ciputra.ac.id](mailto:asusanto03@magister.ciputra.ac.id), [je.sutanto@ciputra.ac.id](mailto:je.sutanto@ciputra.ac.id)

\*Correspondence: *Andy Yusuf Susanto*

DOI:

10.59141/comserva.v2i12.730

### ABSTRACT

Histori Artikel

Diajukan : 02-04-2023

Diterima : 10-04-2023

Diterbitkan : 25-04-2023

This study aims to determine the effect of product completeness, service, and price on consumer purchasing decisions at Sumber Sehat Departemen Store, Singaraja - Bali. The variables studied were product completeness (X1), service (X2), price (X3) and customer purchasing decision (Y). Product completeness variable has 4 (four) indicators, which are the diversity of products sold, the variety of products sold, the availability of products sold, and the availability of various brands. Service variable have 5 (five) indicators, which are physical facilities, reliability, certainty, responsiveness, empathy. Price variable has 3 (three) indicators, which are price affordability, price competitiveness and price benefits suitability. Purchasing decision variable has 5 (five) indicators, which are product preference, brand preference, store preference, time preference and quantity preference. The analytical tool used is multiple linear regression with the help of SPSS software. The population in this study is the total consumers of Sumber Sehat Convenience Store in 2021, namely as many as 531 consumers and the sampling method used is Slovin formula with a tolerated margin of error of 5%, so that a sample of 228 respondents is obtained. The results of this study indicate that the variable product completeness, service and price have a positive and significant effect on the consumer purchasing decision variable. Furthermore, the variables of product completeness, services and prices simultaneously have a positive and significant effect on the consumer purchasing decision variable.

**Keywords:** Product Completeness; Service; Price; Consumer Purchasing Decision

### INTRODUCTION

Food and clothing needs are consumption needs that are needed by everyone. But the business of providing basic needs is very easy for new competitors to enter. With increasing competition, this has the potential to reduce consumer purchases at a store.

**Table 1. Growth of Sumber Sehat Store Consumers in 2018 – 2021**

Year	2018	2019	2020	2021
<b>Total</b>	682	662	590	531

Based on Table 1, it can be seen that the growth of consumers at Sumber Sehat stores tends to decrease from 2018 to 2021. In his research, (Widodo, 2016) researched that factors influencing consumer purchasing decisions include product completeness and service quality. Meanwhile, based on

their research, (Harahap et al., 2018) explained that factors that influence consumer purchasing decisions include product completeness and price.

To find out the outline of the problems that occur at the Sumber Sehat store, the researchers conducted a pre-survey of 30 customers at the Sumber Sehat store who had purchased more than once at the Sumber Sehat store regarding their purchasing decisions at the Sumber Sehat store. The results show that product completeness (80%), service (50%), price (86.7%), location (6.7%) and promotion (3.3%). These five factors are taken into consideration in making consumer purchasing decisions in shopping for daily necessities. However, because the location and promotion factors are far lower than the other three factors, this research only focuses on the three major problems that exist, namely: product completeness, service and price.

Completeness of the product is needed because the tendency of consumers will see a product based on the characteristics or features or attributes of the product. So that the completeness of the product can be reflected in the diversity of types of goods needed, brand of goods, size of goods and the variety of goods offered. Of course, the purpose of the completeness of this product is to make it easier for consumers to obtain the goods they need and want. This product completeness problem must of course be corrected because it has the potential to have an impact on consumer purchasing decisions. This is also supported by research conducted by (Rosita, 2015), that there is a significant influence on product completeness on people's buying interest. This is also reinforced by (Harahap et al., 2018), who found that product completeness affects consumer purchase intentions. However, the opposite was found by (Widodo, 2016), that product completeness does not have a significant effect on purchasing decisions.

Service is certainly one of the important factors in supporting the success of a transaction. In addition, the services provided when consumers shop will certainly be a supporting factor that determines the consumer's point of view to make a purchase transaction or not. Problems that occur in this service must of course be corrected, because it has the potential to influence consumer purchasing decisions. This is supported by the research of (Alex & Thomas, 2011), who found that service quality has a major influence on consumer purchase intentions. (Pornpitakpan & Han, 2013) also found that good service has a large influence on consumer purchase intentions. This was also reinforced by (Rahayu, 2018), who found that service is one of the factors that influence consumer purchasing decisions.

Price is an important factor for consumers in choosing to make a transaction or not. This happened because some consumers from Sumber Sehat stores made purchases to be resold in their respective areas. So that price becomes an important factor in determining whether a consumer wants to transact or not because this will determine the profit of the consumer when reselling the product. Consumers will also usually compare the price of the product they want to buy with local competitors, so they get a number of problems they face. Problems that occur at this price must of course be corrected, because it has the potential to influence consumer purchasing decisions. This is supported by (Kusumawati et al., 2014), who found that price is the highest factor influencing a consumer to purchase a product. This is also supported by (Lemana, 2017), who found that price has an influence on purchasing decisions. In addition, (Harahap et al., 2018), also found that price is one of the factors that influence consumer purchase intentions in the Pajus area, Medan.

Based on the explanation of the problems that occur, this study aims to determine the effect of product completeness, service and price on consumer purchasing decisions at the Sumber Sehat store in Singaraja - Bali. In addition, this study aims to determine the effect of product completeness, service

and price simultaneously on consumer purchasing decisions at the Sumber Sehat store in Singaraja - Bali.

### **Consumer Purchase Decision**

A consumer's purchasing decision is a process of consumers identifying the problems, needs and desires they have, then looking for information and various alternatives to solve their problems and in the end they make purchases of a product (Harahap et al., 2018). (Keller & Hansen, 2019) Explains the stages in consumer purchasing decisions into five stages, namely problem recognition, gathering information, validating various alternatives, purchasing decisions and post-purchase behavior. (Lemana, 2017) explains that consumer purchasing decisions include product choices, brand choices, store choices, time choices, and quantity choices.

### **Product Completeness**

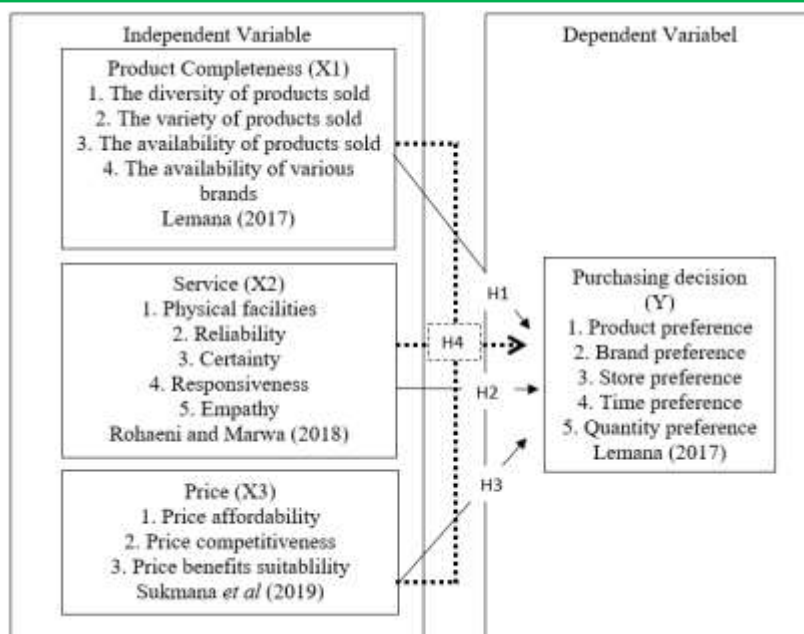
Product completeness is a combination of the variations provided from a product, the availability of supporting (complementary) products for the main product offered, the availability of details of a product, consistency in maintaining the quality of the product to be offered to consumers, the availability of product quantity must be maintained so that the product will be available when consumers need the product (Fernie et al., 2015). (Lemana, 2017) also explained that product completeness is a combination of the diversity of types of products sold, the variety of products sold, the stock availability of products sold and the types of brands available.

### **Service**

(Suryati, 2015) explains that service is a combination of physical evidence, reliability, responsiveness, assurance or certainty, and a sense of empathy given by the salesperson in serving a consumer. (Rohaeni & Marwa, 2018) added that there are five indicators in service, including physical facilities, reliability, certainty, responsiveness and empathy.

### **Price**

Price is an amount of money that is willing to be exchanged by a consumer to enjoy the benefits of the product consumed (Suryati, 2015). (Keller & Hansen, 2019) explains that there are five objectives in the pricing process for a product, namely: survival, maximum current profit, maximizing sales results, maximally filter the market, determining demand. (Sukmana et al., 2019) explained that there are three indicators related to the price that consumers want to pay including: price affordability, price competitiveness, and suitability of price with benefits.



The research model and relationships between constructs are demonstrated in Figure 1.

Note: 1. Solid lines indicate a direct relationship, and dotted lines indicate a direct simultaneous relationship

Figure 1. Research Model and Construct Relationship.

## METHODS

### Population and Sampling

This study used quantitative methods to explain the influence between variables' causal relationships. This research population is a consumer of Sumber Sehat convenience store in 2021, which are 531 consumers. Of the 531 consumers, 228 were selected samples using the Slovin formula with a much 5% margin of error and purposive sampling method. Purposive sampling criteria were; 1) The domicile of the consumers in Singaraja - Bali, 2) The consumer has shopped at least twice at the Sumber Sehat department store in 2022, thus indicating that there was a purchase at the Sumber Sehat store.

### Data Analysis

Data were analyzed using multiple linear regression analysis. The analysis was carried out by using validity and reliability tests, classical assumption tests, multiple linear regression analysis tests and hypothesis testing. The validity test was carried out using the Pearson Correlation method with an error degree of 5%. The reliability test was carried out using Cronbach's Alpha method. The classical assumption tests performed included the normality test using the Kolmogrov-Smirnov method, the multicollinearity test using the Variance Inflation Factor (VIF) method and the heteroscedasticity test using the Glejser method.

### Measurement Items

The product completeness variable is measured by four indicators including the variety of products offered, the variety of products sold, the stock availability of products sold, the types of brands available. Service variables are measured by five indicators including physical facilities, reliability, certainty, responsiveness and empathy. The price variable is measured by three indicators including price affordability, price competitiveness and price compatibility with benefits. Consumer purchasing decision variables are measured by five indicators including product choice, brand choice, store choice,

time choice and quantity choice. The measurement item for each construct has been explored in the previous literature review and is summarized in Table 2 below.

**Table 2. Variables and Indicators**

<b>Variable</b>	<b>Indicator</b>
Product completeness	Variety of products offered
	Variety of products sold
	Stock availability of products sold
	Various brands available
Service	Physical facilities
	Reliability
	Certainty
	Responsiveness
Price	Empathy
	Affordability
	Price competitiveness
Consumer purchase decision	Price match with benefits
	Product choice
	Brand choice
	Shop choice
	Time choice
	Quantity choice

## RESULT AND DISCUSSION

### Sample Profile

The sample used in this study was 228 respondents. The sample can be categorized into several characteristics including: gender, age, occupation and shopping purpose.

**Table 3. Characteristics Based on Gender**

<b>Gender</b>	<b>Amount</b>	<b>Percentage</b>
Male	126	55,26%
Female	102	44,74%
Total	228	100%

**Table 4. Characteristics Based on Age**

<b>Age</b>	<b>Amount</b>	<b>Percentage</b>
10 - 19	15	6,58%
20 - 29	31	13,60%
30 - 39	67	29,39%
40 - 49	63	27,63%
50 - 59	45	19,74%
60 - 70	7	3,07%

Age	Amount	Percentage
Total	228	100%

**Table 5. Characteristics by Occupation**

Work	Amount	Percentage
TNI/Polri	7	3,07%
Civil Servant	26	11,40%
Private sector employee	38	16,67%
Businessman	98	42,98%
College student/student	33	14,47%
Peasants/Laborers	15	6,58%
Retired	11	4,82%
Total	228	100%

**Table 6. Characteristics Based on Shopping Purpose**

Shopping Purpose	Amount	Percentage
Traded Back	98	42,98%
Personal Use	130	57,02%
Total	228	100%

**Table 7. Descriptive Analysis****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	228	3,00	5,00	4,0351	,58513
X1.2	228	3,00	5,00	4,0000	,55531
X1.3	228	3,00	5,00	4,0482	,56502
X1.4	228	3,00	5,00	4,0175	,60806
Valid N (listwise)	228				

**Validity Test**

This validity test uses Pearson Correlation with a tolerable degree of error of 5%. If the significance value is more than 5%, it can be concluded that the indicator is not valid. If the significance value is less than 5%, then the indicator is valid (Bandur & Budiastuti, 2018: 145).

**Table 8. Product Completeness Variable Validity Test**

Item	Sig	Explanation
X1.1	0.000	Valid
X1.2	0.000	Valid
X1.3	0.000	Valid
X1.4	0.000	Valid

Based on Table 8 it is known that the significance value of each indicator, X1.1 is 0.000, X1.2 is 0.000, X1.3 is 0.000 and X1.4 is 0.000. The significance value of each indicator is less than 5%, so

that the results of rejecting H0 are obtained, which means that the Product Completeness variable is valid.

**Table 9. Service Variable Validity Test**

<b>Item</b>	<b>Sig.</b>	<b>Explanation</b>
X2.1	0.000	Valid
X2.2	0.000	Valid
X2.3	0.000	Valid
X2.4	0.000	Valid
X2.5	0.000	Valid

Based on Table 9 it is known that the significance value of each indicator, X2.1 is 0.000, X2.2 is 0.000, X2.3 is 0.000, X2.4 is 0.000 and X2.5 is 0.000. The significance value of each indicator is less than 5%, so that the H0 result is rejected, which means that the service variable is valid.

**Table 10. Price Variable Validity Test**

<b>Item</b>	<b>Sig.</b>	<b>Explanation</b>
X3.1	0.000	Valid
X3.2	0.000	Valid
X3.3	0.000	Valid

Based on Table 10 it is known that the significance value of each indicator, X3.1 is 0.000, X3.2 is 0.000 and X3.3 is 0.000. The significance value of each indicator is less than 5%, so that the results of rejecting H0 are obtained, which means that the price variable is valid.

**Table 11. Purchasing Decision Variable Validity Test**

<b>Item</b>	<b>Sig.</b>	<b>Explanation</b>
Y1	0.000	Valid
Y2	0.000	Valid
Y3	0.000	Valid
Y4	0.000	Valid
Y5	0.000	Valid

Based on Table 11 it is known that the significance value of each indicator, Y1 is 0.000, Y2 is 0.000, Y3 is 0.000, Y4 is 0.000 and Y5 is 0.000. The significance value of each indicator is less than 5%, so that the H0 result is rejected, which means that the Purchase Decision variable is valid.

**Reliability Test**

Bandur & Budiastuti, (2018: 145) explain that the reliability test is used to measure the reliability of an instrument. An instrument is said to be reliable if when measuring the same object, it will produce the same data. A variable construct is said to be reliable if it has a Cronbach's Alpha value for each indicator less than the comparative Cronbach's Alpha value.

**Table 12. Product Completeness Variable Reliability Test**

Item	Alpha	Alpha	Explanation
	Cronbach	Cronbach Comparator	
X1.1	0,616	0,676	Reliable
X1.2	0,606	0,676	Reliable
X1.3	0,608	0,676	Reliable
X1.4	0,611	0,676	Reliable

Based on Table 12 above, it can be concluded that the Product Completeness variable for each indicator is reliable because the Cronbach Alpha value for each indicator produced is less than the Cronbach Alpha value for the comparison.

**Table 13. Service Variable Reliability Test**

Item	Alpha	Alpha	Explanation
	Cronbach	Cronbach Comparator	
X2.1	0,651	0,675	Reliable
X2.2	0,608	0,675	Reliable
X2.3	0,611	0,675	Reliable
X2.4	0,609	0,675	Reliable
X2.5	0,643	0,675	Reliable

Based on Table 13 above, it can be concluded that the service variable for each indicator is reliable because the Cronbach Alpha value for each indicator produced is less than the Cronbach Alpha value for the comparison.

**Table 14. Price Variable Reliability Test**

Item	Alpha	Alpha	Explanation
	Cronbach	Cronbach Comparator	
X3.1	0,610	0,713	Reliable
X3.2	0,618	0,713	Reliable
X3.3	0,644	0,713	Reliable

Based on Table 14 above, it can be concluded that the price variable for each indicator is reliable because the Cronbach Alpha value for each indicator produced is less than the Cronbach Alpha value for the comparison.

**Table 15. Purchase Decision Variable Reliability Test**

Item	Alpha	Alpha	Explanation
	Cronbach	Cronbach Comparator	
Y1	0,639	0,682	Reliable



Y2	0,620	0,682	Reliable
Y3	0,609	0,682	Reliable
Y4	0,630	0,682	Reliable
Y5	0,660	0,682	Reliable

Based on Table 15 above, it can be concluded that the Purchase Decision variable for each indicator is reliable because the Cronbach Alpha value for each indicator produced is less than the Cronbach Alpha value for the comparison.

**Classic Assumption Test**

The classic assumption tests carried out in this study were the normality test, multicollinearity test and heteroscedasticity test. The normality test in this study was applied to  $u_i$  (residual), if the residual ( $u_i$ ) is normally distributed by itself all the research variables used will be normally distributed (Ghozali, 2018).

**Table 16. Normality test  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		228
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,66006434
Most Extreme Differences	Absolute	,047
	Positive	,041
	Negative	-,047
Test Statistic		,047
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Table 16 shows that the distribution of the data on the residuals is in compliance with the normal distribution, because the resulting Kolmogorov-Smirnov value is 0.047 with a significant level of 0.200 more than 5%. So that the dependent variable is Purchase Decision (Y) and the independent variable is Product Completeness (X1), Service (X2), and Price (X3) have normal distribution.

(Ghozali, 2018), explains that the multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. If the VIF value is not more than 10 and the tolerance value is more than 0.1 then the model is said to be free from multicollinearity.

**Table 17. Multicollinearity Test**

Research Variables	Tolerance	VIF	Explanation
Product Completeness (X1)	0.941	1.062	No Multicollinearity
Service (X2)	0.990	1.010	No Multicollinearity

Price (X3)	0.945	1.058	No Multicollinearity
------------	-------	-------	----------------------

Table 17 shows that between the independent variables there is no multicollinearity, seen from the VIF value in the Product Completeness (X1), Service (X2), and Price (X3) variables which are less than 10 and the tolerance value is more than 0.1.

(Gofur, 2019), explains that to test heteroscedasticity, the easy way is the Glejser method. If the sig value is more than 0.05, then there is no heteroscedasticity. Meanwhile, if the sig value is less than 0.05, it means that heteroscedasticity has occurred.

**Table 18. Heteroscedasticity Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,297	,946		,314	,754
	X1	,009	,039	,016	,235	,814
	X2	,037	,033	,075	1,120	,264
	X3	,014	,045	,022	,316	,752

Table 18 shows that there is no heteroscedasticity between the residuals and the independent variables, this can be seen from the level of significance in the completeness of the product (X1), service (X2), and price (X3) variables which have a p-value (sig.) of more than 5%.

**Linear Regression Analysis B**

The results of the processing equation of multiple linear regression analysis of the dependent variable, namely purchase decision (Y) and the independent variables of product completeness (X1), service (X2), and price (X3) are as follows:

$$Y = 12,436 + 0.167X_1 + 0.143X_2 + 0.166X_3 + e$$

**Hypothesis Test**

The hypothesis test was carried out using the Goodness of Fit method, namely the t test, F test and R2 test (Ghozali, 2018).

**Table 19. Shows the t Test of the Study Table 19. t-Test**

Independent Variable	t-count	Significant level	Conclusion
Constant	7,378	0,000	Influential
Product Completeness (X <sub>1</sub> )	2,404	0,017	Influential
Service (X <sub>2</sub> )	2,400	0,017	Influential
Price (X <sub>3</sub> )	2,063	0,040	Influential

Table 19 shows that the variables Product Completeness (X1), Service (X2), and Price (X3) partially affect Purchase Decision (Y). This can be seen from the significance value of the t variable Product Completeness (0.017), Service (0.017) and Price (0.040) less than 0.05.

The significance t value of 0.017 is less than 0.05 so that the Product Completeness variable (X1) has a significant and positive effect on Purchase Decision (Y). So that it can be concluded that the first hypothesis is accepted where completeness of the product affects consumer purchasing decisions.

The significance t value of 0.017 is less than 0.05 so that the Service variable (X2) has a significant effect on Purchase Decision (Y). So that it can be concluded that the second hypothesis is accepted where service influences consumer purchasing decisions.

The significance t value of 0.040 is less than 0.05 so that the price variable (X3) has a significant effect on purchasing decisions (Y). So that it can be concluded that the third hypothesis is accepted where prices affect consumer purchasing decisions.

**Table 20. F-Test ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,426	3	19,142	6,854	,000 <sup>b</sup>
	Residual	625,570	224	2,793		
	Total	682,996	227			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Based on Table 20, the significance level in the F test is 0.000, which is less than 0.05. This means that the independent variables, namely Product Completeness (X1), Service (X2), and Price (X3) together have a significant effect on the dependent variable, namely Purchase Decision (Y).

The significance value of the F test 0.000 is less than 0.05. Means that together (simultaneously) the completeness of the product, service, and price variables have a significant effect on purchasing decisions. So that H0 is rejected and H1 is accepted, and it is concluded that the fourth hypothesis is accepted where completeness of products, services and prices simultaneously influence consumer purchasing decisions.

**Table 21. The Coefficient of Determination (R<sup>2</sup>) Model Summary**

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	,290 <sup>a</sup>	,084	,072	1,67114

a. Predictors: (Constant), X3, X2, X1

Table 21 shows that the value of R<sup>2</sup> the result is 0.084 which means that the independent variables Product Completeness (X1), Service (X2), and Price (X3) are able to explain the value of the dependent variable, namely Purchase Decision (Y) of 8.4% and the remaining 91.6% is explained by other variables not discussed in this study.

## Discussion

The results of this study indicate that the four hypotheses are accepted. The first hypothesis is that product completeness influences consumer purchasing decisions. Product completeness is a unity between the diversity of types of products sold, the variety of a product sold, the availability of product stocks sold, the types of brands available (Lemana, 2017). Meanwhile, consumer purchasing decisions

are a process by which consumers identify their problems, needs and desires, then look for information and various alternatives to solve their problems and in the end they make purchases of a product (Harahap et al., 2018). Therefore, the better the completeness of the product offered, the better the purchasing decision of a consumer. In line with the research results of (Harahap et al., 2018), that product completeness and price affect purchase intentions of consumers in the Pajus area, Medan. The same thing was found in the research of (Lemana, 2017), that product completeness and pricing influence purchasing decisions.

The second hypothesis is that service influences consumer purchasing decisions. Service is a means of supporting so that there is an agreement between supply and demand in the market (Weenas, 2013). Meanwhile, consumer purchasing decisions are a process by which consumers identify their problems, needs and desires, then look for information and various alternatives to solve their problems and in the end they make purchases of a product (Harahap et al., 2018). Therefore, the better the service provided by the goods/services provider, the better the purchasing decision of a consumer. In line with Rahayu's research (2018), that service influences consumer purchasing decisions at Imam Market Kisaran. The same thing was also found by (Pornpitakpan & Han, 2013), that good service has a large influence on consumer purchase intentions. This is shown when there is a good service, this causes the buying intention of Singaporeans to buy a product to be higher than Americans. When poor service is provided, this causes Singaporeans buying intentions to be lower than Americans.

The third hypothesis is that price affects consumer purchasing decisions. Price is an amount of money that is willing to be exchanged by a consumer to enjoy the benefits of the product consumed by (Suryati, 2015). Meanwhile, consumer purchasing decisions are a process by which consumers identify their problems, needs and desires, then look for information and various alternatives to solve their problems and in the end they make purchases of a product (Harahap et al., 2018). Therefore, the better the price given to consumers, the better the purchasing decision of a consumer. In line with the research of (Harahap et al., 2018), that price affects the purchase intention of consumers in the Pajus area, Medan. Similar results were also found by (Kusumawati et al., 2014), that price has the highest factor influencing a consumer to purchase a product.

The fourth hypothesis is the completeness of products, services and prices simultaneously affect consumer purchasing decisions. Product completeness is a unity between the diversity of types of products sold, the variety of a product sold, the availability of product stocks sold, the types of brands available (Lemana, 2017). Service is a means of supporting so that there is an agreement between supply and demand in the market (Weenas, 2013). Price is an amount of money that is willing to be exchanged by a consumer to enjoy the benefits of the product consumed by (Suryati, 2015). Meanwhile, consumer purchasing decisions are a process by which consumers identify their problems, needs and desires, then look for information and various alternatives to solve their problems and in the end they make purchases of a product (Harahap et al., 2018). Therefore, simultaneously, the better the completeness of the product, service and price, the better the consumer's purchasing decision. In line with research by (Lianardi & Chandra, 2019), found that service quality, product completeness and price simultaneously influence consumer purchasing decisions. Similar results were also found in Rosita's research (2015), that location, product completeness, product quality, service, shopping convenience and price simultaneously affect consumer repurchase intention.

### **Managerial Implications**

Based on the research results, it can be concluded that the company pays more attention to the prices offered by competitors for similar products. So that the price given by the Sumber Sehat store is able to compete with competitors' prices while still being able to provide a profit for the Sumber Sehat

store. In addition, the management of the Sumber Sehat store will conduct research on online marketplaces regarding products that are currently being sought by consumers. The management also plans to routinely hold internal meetings at the Sumber Sehat store and in these meetings it will be scheduled to provide product-related knowledge to the Sumber Sehat store salespeople. Besides that, by making a written and structured delivery schedule, so that delivery services can run well and consumers receive goods on schedule.

### **Theoretical Contributions**

This research is in line with previous research, where the variables of product completeness, service and price have a positive and significant effect on consumer purchasing decision variables. Furthermore, the variables of product completeness, service and price simultaneously have a positive and significant effect on consumer purchasing decision variables.

### **Limitation**

This study has limitations, namely the factors that influence consumer purchasing decisions consist of only three variables, namely product completeness, service and price. Based on the analysis of the coefficient of determination, the three variables have an effect of 8.4%. while there are many other factors that influence consumer purchasing decisions that are equal to 91.6%. In addition, due to data collection using a questionnaire, there is a potential that the answers given by the sample do not show the actual situation due to differences in the perceptions and meanings of each respondent. In this study, researchers were less able to explain the role of consumers as buyers, users and deciders.

### **CONCLUSION**

This study aims to determine the effect of product completeness, service and price on consumer purchasing decisions at the Sumber Sehat department store in Singaraja – Bali. The results of this study are product completeness has a positive and significant effect on consumer purchasing decisions (H1), service has a positive and significant effect on consumer purchasing decisions (H2), price has a positive and significant effect on consumer purchasing decisions (H3), product completeness, service and price simultaneously has a positive and significant effect on consumer purchasing decisions (H4).

## REFERENCES

- Alex, D., & Thomas, S. (2011). Impact of product quality, service quality and contextual experience on customer perceived value and future buying intentions. *European Journal of Business and Management*, 3(3), 307–315.
- Bandur, B., & Budiastuti, D. (2018). Validitas dan Reliabilitas Penelitian. *Jakarta: Mitra Wacana Media*.
- Fernie, J., Fernie, S., & Moore, C. (2015). *Principles of retailing*. Routledge.
- Ghozali, I. (2018). Aplikasi Analisis multivariete dengan program IBM SPSS 25 (Edisi 9). *Cetakan Ke VIII. Semarang: Badan Penerbit Universitas Diponegoro*, 96.
- Gofur, A. (2019). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 37–44.
- Harahap, D. A., Amanah, D., & Agustini, F. (2018). Effect of product completeness and price on consumer purchasing decision in smes market medan. *Jurnal Manajemen*, 22(1), 47–61.
- Keller, P. M. K. L. K., & Hansen, B. G. M. (2019). *Marketing Management 4th European Edition European Edition*. Pearson Education Limited.
- Kusumawati, R. D., Oswari, T., Utomo, R. B., & Kumar, V. (2014). The influence of 7P's of marketing mix on buying intention of music product in Indonesia. *Procedia Engineering*, 97, 1765–1771.
- Lemana, R. (2017). Pengaruh Kelengkapan Produk dan Penetapan Harga Terhadap Keputusan Pembelian Konsumen. *Jurnal Pemasaran*, 1(1).
- Lianardi, W., & Chandra, S. (2019). Analisis Kualitas Pelayanan, Kelengkapan Produk, Dan Harga Terhadap Keputusan Pembelian Pada Swalayan Juni Pekanbaru. *Kurs: Jurnal Akuntansi, Kewirausahaan Dan Bisnis*, 4(1), 45–58.
- Pornpitakpan, C., & Han, J. H. (2013). The effect of culture and salespersons' retail service quality on impulse buying. *Australasian Marketing Journal (AMJ)*, 21(2), 85–93.
- Rahayu, E. (2018). Pengaruh lokasi, kelengkapan produk, dan pelayanan terhadap keputusan pembelian konsumen pada imam market kisaran. *Journal of Science and Social Research*, 1(1), 7–12.
- Rohaeni, H., & Marwa, N. (2018). Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Ecodemica*, 2(2), 312–318.
- Rosita, R. (2015). Pengaruh Lokasi, Kelengkapan Produk, Kualitas Produk, Pelayanan, Harga, dan Kenyamanan Berbelanja terhadap Minat Beli Ulang Konsumen pada Lotte Mart Bekasi Junction. *E-Journal Widya Ekonomika*, 1(1), 55055.

**Andy Yusuf Susanto, J.E. Sutanto**

Analysis of the Influence of Product Completeness, Service and Price on Consumer Repeat Purchase Decisions

---

Sukmana, M. M. D., Hannan, S., & Purba, J. H. V. (2019). *Hubungan Harga dan Promosi dengan Keputusan Pembelian Kredit Pemilikan Rumah (KPR) di PT Bank Mandiri Jakarta Kota*. *Economicus*.

Suryati, L. (2015). *Manajemen Pemasaran: Suatu Strategi Dalam Meningkatkan Loyalitas Pelanggan: Suatu Strategi Dalam Meningkatkan Loyalitas Pelanggan*. Deepublish.

Weenas, J. R. S. (2013). Kualitas produk, harga, promosi dan kualitas pelayanan pengaruhnya terhadap keputusan pembelian Spring Bed Comforta. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(4).

Widodo, T. (2016). Pengaruh Kelengkapan Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Studi Kasus Pada Swalayan Ada Baru di Kota Salatiga). *Among Makarti*, 9(1).



© 2023 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).