

## Effect of Product Completeness and Price on Consumer Purchasing Decision in SMEs Market Medan

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**Abstract:** The aim of this study was to analyze the effect of the product and the price of the purchase decisions of consumers SME market case on Pajak USU (Pajus) Medan. This research uses quantitative approach with explanatory research type. The sample technique used is non probability sampling, the number of samples are 96 respondents selected at random and data collection techniques used are questionnaires that measurement using Likert scale and statistical analysis with multiple linear regression method. The results showed that product completeness partially has no positive and significant effect on consumer purchase decision and price partially have a positive and significant impact on consumer purchase decision. Whereas product completeness and price simultaneously influencing consumer purchase decision in Pajus Medan. The findings confirm that consumers' choice of coming to that place is to buy a product at a cheap price not because of the availability of a more complete product.

**Keywords:** product completeness, price, purchase decision, pajus Medan

### INTRODUCTION

Along with advances in technology and science, consumers are increasingly knowing how to spend their money on purchasing needed and desired products. Adjust the purchase of products with money owned because consumers increasingly know the priority of their needs for a particular product. Consumers are an important factor for companies so that every company should really focus its attention on consumers because, in today's fierce competition, consumers not only get a product offer from one company but also from other competing companies offering similar products. The company must have an interesting strategy that is different from the competitors so that the product is always in demand and purchased by consumers. Even today, the number of product offerings is greater than the number of consumer demand. This shows that producers can no longer just keep silent without searching for information about their customers. Consumer behavior is not just about what consumers buy or consume, but also where, how the habits and conditions under which products and services are purchased. According to (Kotler & Gary, 2003) Consumer behavior is the behavior of end-consumer purchases, both individuals, and households, who buy products for personal consumption.

Purchasing decisions are actions that consumers make to purchase a product. Therefore, consumer purchase decision is a process of selecting one of several alternative problems solving with real follow-up. After that, the consumer can do an evaluation of options and then can determine the attitude to be taken next. Companies need to recognize that role because all roles have implications for designing products, determining messages

and allocating promotional budget costs and creating marketing programs that suit buyers (Swastha & Handoko, 2008). There are four factors that influence consumer purchase decision behavior that is cultural, social, personal and psychological (Kotler & Gary, 2003).

Consumers want complete goods when shopping, want a shopping place that can meet the needs and desires as well as for various types of goods or services. Consumers always want to be efficient, therefore the company is expected to pay attention to the width and depth of the product, quality, and completeness because providing a complete product is important because the tendency of consumers who want the goods are substitution and complementary. Learn product causes consumers can freely choose what becomes the necessities that are available at the grocery store.

Price can be an indicator of product quality. Consumers usually identify the price of expensive products with good quality and if the price of cheap products, then consumers doubt the quality. When a person shopping, the first thing that is often noticed is the price, followed by several other factors. Pricing on a product must be appropriate and reasonable. The high price offered must be in accordance with the benefits to be received by consumers who consume them.

The price is too high or too low will affect consumer purchasing decisions. The exorbitant price will make consumers switch to other similar products but at a cheaper price, and vice versa, if the price offered is too low then the consumer will be unsure of the quality of the product being offered, thus delaying the decision to purchase the product.

Pajus is one of the shopping centers in the city of Medan, precisely in the area of the USU campus. It was originally a collection of merchants who set up tents to sell food under palm oil gardens. Then after the fire that hit the area, better restored by the University of North Sumatra so that growing to date. Pajus is already known to the people of Medan due to selling various needs of the community, especially students and young people such as; stationery, accessories, clothing, shoes, bags, gadgets, food, beverages and equipment. Because of a large number of goods on offer, most consumers say they prefer to shop at this tax rather than in supermarkets or plazas because of the much cheaper price with the same quality. Therefore consumers who shop in Pajus not only from USU students but also from other universities, junior high school students, high school and the general public (Saleh, 2015).

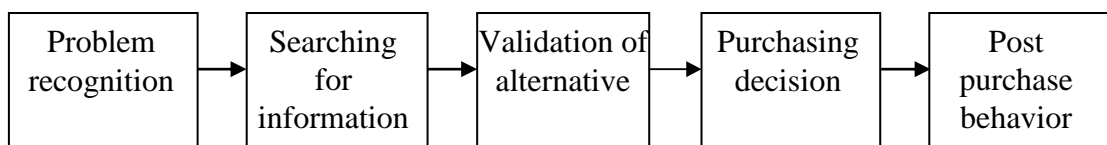
From the description above Pajus need to consider the completeness of products and prices in determining consumer purchasing decisions so that consumers are expected to re-purchase in the future.

## **LITERATURE REVIEW**

**Buying decision.** It is a process by which the consumer knows the problem, searches for information about a particular product or brand and evaluates how well each of these alternatives solves the problem, which then leads to a purchase decision (Tjiptono, 2008). According to Kerin, Berkowitz, & Hartley, (2005) suggests that the process of making purchasing decisions is the stage through which the buyer in determining the choice of products and services to be purchased. Other experts claim that consumer decision making

is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Setiadi, 2003). According to Schiffman & Kanuk, (2004) purchasing decisions are the choice of two or more alternative purchasing decision choices, meaning that one can make decisions, there must be several alternative options. The decision to buy can lead to how the decision-making process is done.

Purchasing decision is a process of problem-solving consisting of analyzing needs and desires, information searching, assessment of selected sources on buying alternatives, purchasing decisions, and post-purchase behavior (Kotler, 2005). Consumer behavior will determine the decision-making process in purchasing. Before deciding to make a purchase of goods or services, consumers will usually go through various stages. The stages of the consumer decision process are as follows:



**Figure 1.** Consumer Decision Making Process  
Source: Kotler (2005)

1. Problem recognition. The buying process begins with the problems or needs perceived by consumers. Consumers perceive the difference between the desired state and the current situation in order to generate and activate the decision process.
2. Searching for information (information search). After consumers feel the need for a good or service, then consumers seek information both stored in the memory (internal) and information obtained from the environment (external). Consumer information sources consist of: (a) Personal sources: family, friends, neighbors, acquaintances; (b) Commercial / commercial sources: advertising, salespeople, packaging, and displaying; (c) Common sources: mass media and consumer organizations; (d) Source of experience: handling, inspection, use of the product
3. Validation of alternative. After the information is obtained, the consumer evaluates the various alternative options in meeting those needs. To assess consumer choice alternatives there are 5 (five) basic concepts that can be used, namely: (a) The properties of the product, what are the special characteristics and the consumer's attention to the product or service; (b) Marketers should pay more attention to the importance of product characteristics than to product features; (c) Consumer confidence in outstanding brand features; (d) The function of benefit, namely how consumers expect satisfaction obtained with different alternate levels every day; (e) How is the assessment procedure performed by consumers of the many characteristics of the goods.
4. Purchasing decision. Consumers who have made choices on alternatives usually buy the most preferred product, which forms a decision to buy. There are 3 (three) factors that cause the decision to buy, namely: (a) Attitude of others: neighbors, friends, people trust, family, and others-lin; (b) Unexpected situation: price, family income, expected benefits; (c) Factors that can be expected: situational factors that can be anticipated by consumers.

5. Post-purchase behavior. Satisfaction or dissatisfaction of consumers to a product will affect the behavior of the next purchase. If the consumer is satisfied most likely will re-purchase and vice versa. Dissatisfaction consumers will occur if consumers experience unfulfilled expectations. Dissatisfied consumers will stop purchasing the product in question and will likely spread the bad news to their friends. Therefore the company seeks to ensure the achievement of customer satisfaction at all levels in the buying process.

**Indicators of Purchase Decision.** According to Kotler (2002) indicators of purchasing decisions are: Perceived needs, Activities before purchase, Behavior time of use and Behavior post purchase.

**Products Completeness.** According to Kotler & Gary (2003) states the product is everything that can be offered to a market to meet the needs or desires. Consumers will see a product based on the characteristics or characteristics or product attributes of the product.

Gilbert (2003) "The product is the totality of the offer which will normally include the services, store layout, merchandise. It will also include the company, and product brand name ", it can be concluded that the product is the whole of the offer done normally by the company to the consumer in providing the service, the location of the store, and the name of the merchandise. Consumers will give a good impression to a shop if the store can provide goods needed and desired by consumers. Therefore, retailers should be responsive to the needs and desires of consumers.

Completeness of the product is a product that can be offered to the market to be noticed, owned, used, or consumed so as to meet the wishes or needs (Kotler & Gary, 2003). In the next explanation states that "the completeness of the product is the availability of all types of products offered for, used or consumed by consumers produced by producers "(Kotler, 2008). According to Engel & Blackwell (2002), the completeness of the product is the completeness of the product that concerns the depth, breadth, and quality of products offered as well as the availability of these products at any time in the store.

The findings of multi-attribute products are considered more fully considered more positive comes from two main influences namely; 1). More positive evaluation and higher product utility obtained from adding new features to multiattribute products before buying (Thompson, Hamilton, & Rust, 2005; Bertini, Ofek, & Ariely, 2009; Mukherjee & Hoyer, 2001; Nowlis & Simonson, 1996; Brown & Carpenter, 2000); 2). More positive evaluation and cognitive implications of complete information (Dutta-Bergman, 2004; Eysenbach, Powell, Kuss, & Sa, 2002).

Complete and diverse products are complex for consumers making decisions, characterized by confusion over product selection and longer choice delays (Kaplan, Szybillo, & Jacoby, 1974; Lurie, 2004; Malhotra, 1982). The cognitive resources are tense, and thus the consumer is more aggressive looking for easier understanding (Scammon, 1977). Complete perceptions can be processed more easily and quickly than incomplete judgments, especially with more complex multiattribute products in more

challenging decision environments. This reinforces the complete product assessment because easy understanding and fast processing yield a positive impact.

Factors considered by consumers in choosing the products they sell are (Gilbert, 2003): (1) Variety, the completeness of the product being sold can influence the consumer's consideration in choosing a shop; (2) Width or Breadth, the availability of complementary products of the main product offered; (3) Depth, is the kind and type of characteristics of a product; (4) Consistency, products that are in accordance with the wishes of consumers must be maintained by maintaining the completeness, quality and price of the products sold; (5) Balance, is closely related to the attempt to adjust the type and variety. Completeness of retail products should be done very carefully. Ideas and thoughts are not only focused on the type of goods but also the supporting facilities and services that accompany it (Utami, 2006).

The type of retailer products must also match the expectations of consumers, in addition to the choice of products become an important element in the competition among retailers. Therefore, retailers must develop different product strategies. Kotler (2008) suggests several differentiating strategies for resellers are as follows: (a) Includes a number of exclusive national brands that are not owned by passing retailers; (b) Some brands sold on their own behalf; (c) Organizing typical product displays that are well known; (c) Include by-products or continuously mangganti some goods sold; (d) be the first to include the latest products; (e) Offer products whose specifications are tailored to the wishes of the buyer; (f) Offer a narrow targeted mix.

Product Completeness Indicators, Raharjani, (2005) suggests variable completeness of products include the diversity of goods sold in supermarkets and the availability of these items in the supermarket. Indicators of the completeness of the product, namely: (a) completeness of the type of product offered; (b) Completeness of offered brand products; (c) Completeness of the product of variation of offered sizes; (d) Product completeness variation of product quality offered.

**Price.** According to Kotler (2008) "Price is the amount of money that consumers exchange for the benefits of owning or using products and services. Price plays a key determinant of buyer choice. Price is the only element of the marketing mix that generates revenue, other elements incur costs".

"Price is the sum of money exchanged for a product or service, furthermore the price is the sum of all values that the consumer redeems for the number of benefits by owning or using goods and services" (Kotler, 2002). "Price is the amount of money agreed by the prospective buyer and seller to be exchanged for goods or services in a normal business transaction" (Tandjung, 2004).

The price level is the main component in multiattribute product processing with various kinds. Evaluation follows the price level, with a complete product being favorably incomplete at a higher price level but reducing this preference at a lower price level. The price level seems to be the main feature that frames the assessment (Lawson & Bhagat, 2002) with consumers following the conclusion of established product quality (Rao & Monroe, 1989).

According to Chernev, (2007) who found that all-in-one products are considered more expensive than special alternatives, and attribute devaluation minimized high prices for all-in-one products. With smaller variations, preference for more complete multi

attributes products is reduced again, regardless of price level. In this context, the price level is a feature that is weighted against other product features by way of compensation (Chernev & Carpenter, 2001), not a key feature in the product processing frame. Therefore, the influence of the price level diminishes, leading to a smaller price quality inference than with larger variations.

The purpose of Price Determination, according to Saladin (2006) there are 6 (six) objectives that can be achieved through the pricing of the company, namely:

1. Survival. In certain circumstances (due to idle capacity, intense competition or changes in consumer desires, or possibly financial difficulties), the company sets the selling price below the total cost of the product or below the market price. The goal is to survive in the short term. To survive long-term, must find another way out.
2. Maximum current profit. Companies feel confident that with high sales volume will result in lower unit cost and higher profits. Firms set prices as low as market assumptions are very price sensitive. This is called "market penetration pricing". This can only be done if: (a) The market is very price sensitive, and low prices strongly stimulate market growth; (b) Production costs of distribution decrease as production increases; (c) Low prices will weaken competition.
3. Maximizing sales results (maximum current revenue). To maximize sales results, companies need to understand the demand function. Many companies argue that the maximization of the proceeds will lead the company to earn long-term profit maximization and market share growth.
4. Maximally filter the market (maximum market skimming). Many companies set a price to filter the market (market skimming price). This is done to attract new segments. First emerging into the market of new products at high prices, sometime later raised new products with high prices, and sometime later raised also the same product with lower prices.
5. Determining demand (determinant demand). Selling price leads to the number of requests.

**Pricing method.** According to Tjiptono (2008) method of determining the outline is grouped into four main categories, namely demand-based pricing method, cost-based, profit-based, and competition-based.

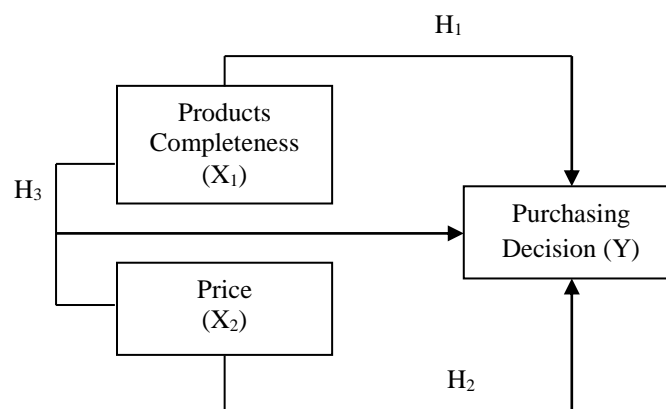
1. Demand-based determination method. This method emphasizes factors that affect customer tastes and preferences rather than factors such as cost, profit, and competition. Customer's own demand is based on a variety of considerations, including: (a) The ability of customers to purchase (purchasing power); (b) The willingness of the customer to purchase; (c) The position of a product in the customer's lifestyle, which is concerned; (d) Whether the product is a status symbol or product only; (e) the benefits that the product provides to customers; (f) Prices of substitute products.
2. Cost-Based Pricing Method. In this method the main determinant is the supply or cost aspect, not the demand aspect. Pricing is determined based on production and marketing costs added by a certain amount so as to cover the direct costs, overhead and profit.

3. Profit-Based Pricing Method. This method tries to balance revenue and cost in determining the price. This effort is made on the basis of a specific profit volume target or expressed as a percentage of sales or investments.
4. Competition Pricing Based Competition Method. In addition based on the consideration of cost, demand, or price earnings can also be set on the basis of competition, namely what competitors do. The competition-based pricing method consists of four types: customary pricing, above, at, or below market pricing, loss leader pricing, sealed bid pricing.

**Price indicator.** According to Kotler (2008) there are four indicators that characterize the price, namely: (a) affordability, (b) Price compliance with product quality, (c) Price competitiveness and (d) Price adjustment with benefit.

## METHOD

Based on the background and the above problem formulation, the conceptual framework of research is as follows:



**Figure 2.** Conceptual Framework

**Research Hypothesis.** This hypothesis describes the relationship in the conceptual framework in Figure 2. The hypothesis in this study are:

H1: There is the influence of product completeness to consumer purchase decision in Pajus Medan.

H2: There is a price effect on consumer purchase decision in Pajus Medan

H3: There is the influence of product completeness and price together to consumer purchase decision in Pajus Medan

**Population Research.** The population in this study is all consumers who have been shopping at Pajus Medan.

**Sample Research.** The sampling technique used is nonprobability sampling, the number of samples or respondents to be studied in 96 respondents. Data collection techniques by spreading the questionnaire is by circulating a list of questions relating to the

completeness of products and prices to consumer purchasing decisions in Pajus Medan North Sumatra. Data collected through questionnaire technique that is in the form of the answer given by the respondent.

**Operational Definition of Research Variables.** The following describes the operational definitions of each variable to be analyzed in this study, namely:

Completeness of the product is related to the depth, breadth of product quality offered also the availability of these products at any time in the store. Indicator: completeness of product type offered, completeness of brand product offered, completeness of product variation size offered, completeness of product variety of product quality offered.

**Price is the amount of money that consumers exchange for the benefits of owning or using products and services.** Indicators: affordability, price conformity with product quality, price competitiveness, price conformity with benefits

**Purchase decisions is a process through which consumers identify problems, seek information, evaluate alternatives, choose one of the choices they have made and evaluate the buying decision action.** Indicators: perceived needs, pre-buying activities, time-consuming behavior, and post-purchase behavior.

**Model and Data Analysis Techniques.** Data analysis technique in this research using a quantitative approach with explanatory research type (explanatory research). Data analysis technique used in this research is multiple regression analysis. The calculation of this analysis will use SPSS (Statistical Packages for the Social Science) version of 22.00 Windows.

## RESULTS AND DISCUSSION

**Test Result Validity and Reliability Variable Product Completeness (X<sub>1</sub>).** From 8 (eight) item question variable of product completeness stated valid where R-value count > r table at significant level 0,05 with r table value is 0,361. The result of reliability calculation by using alpha Cronbach test revealed the result of 0.815 and this value is bigger when compared with the r-table value at significant level 0,05 that is equal to 0,361. So it can be concluded the instrument used in this research questionnaire is reliable (r-count 0,815 > r-table 0,361).

**Table 1.** Results Calculation Reliability Questionnaire Variable Product Completion (X<sub>1</sub>)

Reliability Statistics	
Cronbach's Alpha	N of Items
.815	8

**Source:** data processed

**Validity and Reliability Test of Price Variable (X<sub>2</sub>).** From 7 (seven) point question of price variable is valid where r-value count > r-table at significant level 0,05 with r table value is 0,361. The results of reliability calculations by using alpha Cronbach test revealed



the results of 0.869 and this value is greater when compared with the value of travel at a significant level of 0.05 that is equal to 0.361. So it can be concluded that instrument used in this research questionnaire is reliable ( $r\text{-count } 0,869 > r\text{-table } 0,361$ ).

**Tabel 2.** Results Calculation Reliability Price Variables Questionnaire ( $X_2$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	7

Source: data processed

**Test Validity and Reliability Variable Purchase Decision (Y).** From 8 (eight) items of question variable of purchase decision stated valid where  $r\text{-value count} > r\text{-table}$  at significant level 0,05 with  $r\text{-table}$  value is 0,361. The results of reliability calculations by using alpha Cronbach test revealed the results of 0.823 and this value is greater when compared with the value of  $r\text{-table}$  at a significant level of 0.05 that is equal to 0.361. So it can be concluded that instrument used in this research questionnaire is reliable ( $r\text{-count } 0,823 > r\text{-table } 0,361$ ).

**Table 3.** Results Calculation Reliability Questionnaire Variable Purchase Decision (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.823	8

Source: data process

**Multiple Regression Analysis.** Multiple regression models with one dependent variable is purchasing decision (Y) and two independent variables are product completeness ( $X_1$ ) and price ( $X_2$ ) are as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

**Table 4.** Regression Coefficient

Model	Coefficients <sup>a</sup>				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1.954	.282		6.937	.000		
1 Completed Pr	.072	.092	.072	.775	.440	.778	1.285
Price	.437	.071	.572	6.129	.000	.778	1.285

Dependent Variable: Purchasing Decision

Source: data processed

From the results of data processing, it can be made the regression equation as follows:

$$Y = 1,954 + 0,072X_1 + 0,437X_2 + e$$

Description: Y = Purchase Decision;  $X_1$  = Products Completeness;  $X_2$  = Price

- a. The constant of 1.954 states that if there is no variable X then the purchase decision is 1,954 (assuming another constant factor).
- b. The regression coefficient of  $X_1$  of 0.072 states that any change of product completeness 1% will affect the purchase decision (assuming another factor is constant).
- c. The regression coefficient  $X_2$  of 0.437 states that any 1% price change will affect the purchase decision (assuming other factors are constant).

**Simultaneous Significance Test (F-Test)**

**Table 5.** F-Test Result

ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	5.719	2	2.860	27.401	.000 <sup>b</sup>
1	Residual	9.706	93	.104		
	Total	15.426	95			

- a. Dependent Variable: Purchasing Decision
  - b. Predictors: (Constant), Products Completeness, Price
- Source: data processed

From table 5 obtained by value F-count = 27,401, and F-table = 3.09. Because F-count > F-table which means that  $H_0$  is rejected and  $H_a$  accepted, so it can be concluded that the completeness of the product and price have a positive and significant effect on the purchase decision.

**Partial (t-test)**

- a. Testing Influence  $X_1$  to Y. SPSS calculation results 95% significance level and alpha 5% on the variable completeness of the product ( $X_1$ ) obtained t-count of 0.775, while the number t-table obtained for = 1.661. Hypothesis test criteria in this study are:
  - i) If t-count > t-table,  $H_{01}$  is rejected and  $H_{a1}$  are accepted.
  - ii) If t-count < t-table, then  $H_{01}$  accepted and  $H_{a1}$  is rejected.

Based on the table coefficients, obtained results  $0.775 < 1.661$ , then  $H_{01}$  is accepted and  $H_{a1}$  is rejected. This means that the hypothesis is rejected that the completeness of the product has no positive and significant effect on the purchase decision.
- b. Testing Influence  $X_2$  on Y. SPSS calculation results 95% significance level and alpha 5% on price variables ( $X_2$ ) obtained t-count of 6.129, while the number t-table obtained for = 1.661. Hypothesis test criteria in this study are:
  - i) If t-count > t-table,  $H_{01}$  is rejected and  $H_{a1}$  is accepted.
  - ii) If t-count < t-table, then  $H_{01}$  accepted and  $H_{a1}$  is rejected.

Based on the table coefficients, obtained results  $6.129 > 1.661$ , then  $H_{01}$  is rejected and  $H_{a1}$  is accepted. This means the accepted hypothesis is that prices have a positive and significant effect on purchasing decisions.

**Determination Coefficient**  
**Table 6.** Determination Coefficient

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 <sup>a</sup>	.371	.357	.32306

a. Predictors: (Constant), Price, Product Completeness

b. Dependent Variable: Purchasing Decision

Source: data processed

Based on the table of determination coefficient obtained R Square value ( $R^2$ ) = 0.371 < R = 0.609, which means the condition is freed from multicollinearity.

**Discussion.** This study aims to determine and analyze the effect of completeness of products and prices on consumer purchasing decisions in Pajus Medan. This research was conducted using multiple regression analysis method and statistical method. In multiple analysis methods obtained information from the respondents through a questionnaire that contains the characteristics of respondents ie gender, age, education level, employment, income and ethnicity on the statement in the questionnaire. While on statistical methods of data processing done with the program SPSS 22.0 for Windows.

**The Influence of Product Completeness to Consumer Purchase Decision in Pajus Medan.** The results showed that the variable of product completeness did not positively and significantly influence to consumer purchase decision in Pajus Medan. It can be seen from the value of regression coefficient of product completeness with partial test (t-test) with t-count value < t-table that is 0,775 < 1,661 at level of significance 95% alpha 5% which mean not significant to judge consumer purchase decision hence hypothesis rejected, there is a positive and significant influence between the completeness of the product partially to the consumer purchase decision in Pajus Medan.

Based on the research that has been done, consumer purchasing decisions are not fully influenced by the completeness of the product, especially in Pajus Medan. This is not in accordance with the opinion of Ma'ruf (2005) which states in the retail business to determine variation or diversity and product brands help strengthen store name. The results of this study are in accordance with previous research by Widodo, (2016) that product completeness variables ( $X_1$ ) have no effect on purchasing decisions (studies in New Supermarkets in Salatiga City).

This shows that the completeness of the products available in Pajus to date still meet the needs at the time of purchase in Pajus consumers get the required goods. This makes consumers satisfied so expect more frequent purchases in Pajus in the future.

**Price Influence on Consumer Purchase Decision in Pajus Medan.** The result of the research shows that the price variables have a positive and significant influence on consumer purchasing decision in Pajus Medan. It can be seen the value of price regression coefficient with partial test (t test) with tcount > ttable is 6.129 > 1.661 at the level of significance 95% alpha 5% which means significant to assess consumer purchase decision

hence the hypothesis accepted, it means there is a positive influence and significant between price partially to consumer purchase decision in Pajus Medan.

In research conducted the price of products offered in Pajus cheaper than anywhere else and consumers declare the price difference is relative. This research is not supported by Ma'ruf (2005) which states in retail business pricing based on competitors by retailers to follow the price set by the competitors.

This indicates that the price of the product in Pajus becomes the consumer's consideration to make a purchase. Proven consumers after making a purchase feel the price in accordance with the product. Pajus must maintain these conditions to make consumers more often purchase products in Pajus. This is in accordance with the opinion of Saladin (2006) which states that the price is the sum of all values exchanged consumers to obtain products or services.

The results of this study are in accordance with research conducted by Ghanimata & Kamal (2012) that the price variables have a significant effect on purchasing decision (Study on Milkfish Products Buyer Juwana Elrina Semarang) and Widyasari & Fifilia, (2009) that product, price, promotion and location variables influence significant to the decision of the purchase of housing in Semarang Graha Estetika housing.

**The Influence of Product and Price Completeness to Consumer Purchase Decision in Pajus Medan.** The result of F test is F-count is 27,401 and F-table is 3.09, it means F-count > F-table then  $H_a$  is accepted and  $H_o$  is rejected, it means simultaneously variable of product completeness ( $X_1$ ) and price ( $X_2$ ) influence to purchasing decision (Y) consumer. The results of this study are in accordance with a study conducted by Harahap (2015) stated that the price, location, and completeness of the positive product significantly influence purchasing decisions and Ozcan & Sheinin, (2012) that complete multi-attribute products are preferred over the less-than-complete alternatives. This complete product selection stays within a larger set of competitive products but is reduced to a smaller type. With higher price levels and greater variations, the choice is very important. But under conditions of lower price levels / larger ranges, higher price levels / smaller ranges and lower price levels / smaller ranges, the options are reduced.

## **CONCLUSION AND SUGGESTION**

**Conclusion.** Based on the partial hypothesis test calculation (t-test) on product completeness variables, obtained t-count < t-table. This means that product completeness variables have no positive and significant effect on purchasing decision. Price variable obtained t-count > t-table. This means that price variable has a positive and significant effect on purchasing decisions. While the simultaneous variables of product and price together influence the purchasing decision, this can be seen from F-count > F-table, it is stated that hypothesis accepted. The value of R square ( $R^2$ ) = 0.310 or 31% means that simultaneously the completeness of product and price have influence 31,00% to purchase decision and 69,00% influenced by another variable outside of variable which is researched.

**Suggestion.** Sellers in Pajus Medan should better complement the variety of products so that consumers have many choices in purchasing while maintaining a price that matches the benefits received by consumers, quality, and consumer needs. Managers should make better staging arrangements to facilitate consumers in making purchases. is expected to be able to add other factors such as promotion, service, security and convenience variables that can influence purchasing decisions. So as to contribute well to further research on purchasing decisions.

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