

The Influence of Store Layout, Product Diversity, and Product Quality on Purchasing Decisions at Viera Souvenir Shop in Pekanbaru

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Abstrak,

Keputusan pembelian adalah bagian penting dari konsep pemasaran produk, dan ini menjadi latar belakang dari penelitian ini. Tata letak toko, keragaman produk, dan kualitas produk adalah bagian dari faktor-faktor yang mendukung keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh tata letak toko, keragaman produk, dan kualitas produk terhadap keputusan pembelian di Viera Oleh-Oleh Pekanbaru. Penelitian ini adalah studi deskriptif dengan pendekatan kuantitatif. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linear sederhana dan ganda, dan melalui uji validitas dan uji reliabilitas. Hasil yang diperoleh dari penelitian ini adalah: 1) Tata letak toko berpengaruh positif dan signifikan terhadap keputusan pembelian, 2) Keragaman produk berpengaruh positif dan signifikan terhadap keputusan pembelian, 3) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dan 4) Tata letak toko, keragaman produk, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian di Viera Oleh-Oleh Pekanbaru.

Kata Kunci: Letak Toko, Keanekaragaman Produk, Kualitas Produk, Keputusan Pembelian

Abstract,

Purchasing decisions are an important part of the product marketing concept and this is the background of this research. Store layout, product diversity and product quality are part of the factors supporting consumer purchasing decisions. This study aims to find out and analyze the influence of store layout, product diversity and product quality on purchasing decisions at Viera Souvenirs Pekanbaru. This research is a descriptive study using a quantitative approach. The analysis method used in this study is simple and multiple linear regression analysis, and by going through validity tests and reliability tests. In this study, the results obtained were that: 1) Store Layout has a positive and significant effect on Purchasing Decisions, 2) Product Diversity has a positive and significant effect on Purchasing Decisions, 3) Product Quality has a positive and significant effect on Purchasing Decisions, and 4) Store Layout, Product Diversity and Product Quality have a positive and significant effect on Purchasing Decisions at Viera Souvenirs Pekanbaru.

Keywords: Store Layout, Product Diversity, Product Quality, Purchasing Decisions

INTRODUCTION

The business world is becoming increasingly competitive with increasing human needs and desires. Business people then use these opportunities to meet their needs and desires to gain profits. The success of a business is determined by the company's ability to take advantage of opportunities and identify consumer behaviour to attract consumers to be interested in buying, including in the purchasing decision process. Companies must be able to observe consumer behaviour and what factors influence consumer buying decisions. The marketing concept emphasizes that the key to achieving company goals is to create, deliver and communicate customer value to target markets that are selected more effectively than its competitors (Kotler & Keller, 2009).

Purchasing decisions are processes by which consumers recognize problems, seek information about specific products or brands, and evaluate the ability of each alternative to solve problems, which leads to purchasing decisions. Based on the theory of consumer behaviour models, consumers make decisions starting with the existence of stimulus factors or stimuli. Consumers are influenced by marketing stimuli that are controlled by companies, such as economic, technological, political, and cultural factors that influence consumer psychology and characteristics so that these stimuli are translated into a desire to seek information and evaluate existing alternatives to make purchasing decisions faced with product choices, brand selection, dealer selection, time of purchase and purchase amount (Kotler & Keller, 2009).

Store layouts are designed to keep stores competitive by creating differentiation from other stores that sell the same type of product. This can be done by adding exciting ideas with unique, attractive and different designs while still functioning and creating a comfortable shopping atmosphere for consumers. Because the store layout is formed following a comfortable and warm store atmosphere, it can generate emotions to increase consumer interest in the goods being sold (Levy & Weitz, 2014).

In addition to store layout factors, companies need to work on providing a variety of products. According to Kotler & Keller (2009), product diversity is the collection of all products and goods offered for sale by specific sellers. Diversity of products and different ways of serving can also attract and retain consumers. Product diversity can play a role if companies are innovative in creating new products or variations on products they already produce. Companies use product diversity to increase consumer purchasing volume because consumers choose various products.

Product quality is also essential when consumers decide to buy a product. According to Garvin & A. Dale Timpe in Alma (2011), quality is an advantage a product possesses and is an assessment of the product. Product quality is related to the sacrifices customers make and what they get. Usually, consumers consider the quality of products known by the public before deciding to buy. In other words, good product quality will positively impact consumer decisions to buy these products.

Viera Souvenirs Pekanbaru started as a home-based business in 2013, selling durian sticky rice, which is in demand by the people of Riau, especially in Pekanbaru. Viera By By has developed into a souvenir centre in Pekanbaru with a self-service concept and provides various types of cakes, wet cakes, pastries, etc.

Even though Viera Souvenirs Pekanbaru is known as the centre for the most significant souvenirs in Pekanbaru City, which not only sells but also produces its products, this does not make Viera Souvenirs Pekanbaru always able to maintain its existence against many competitors. This can be seen from the ups and downs of consumer visits and the decreased income earned. This is due to the emergence of competitors with similar businesses who also sell Riau-style souvenirs resulting in a lack of purchasing decisions on Viera Souvenir Pekanbaru products. This requires that Viera Souvenirs make consumers as comfortable as possible when making purchases at their store, offer a variety of products, and maintain the quality of their products so that consumers do not move to other stores.

Based on the background that has been explained, the authors are interested in researching "The Influence of Store Layout, Product Diversity and Product Quality on Purchasing Decisions at Viera Souvenirs Pekanbaru".

LITERATURE REVIEW

Store Layout Relationship with Purchasing Decisions

Sorensen (2009) states that a good store layout can help consumers find the products they are looking for easily and quickly and provide a pleasant shopping experience that can influence consumer purchasing decisions.

This aligns with research conducted by Sari & Rachmi (2018) and Akhiryananda (2021), proving that store layout affects purchasing decisions. A good store layout will influence consumer shopping behaviour and make it easier for consumers to find the products they need. Consumers do not need to look for the product they want, so they are expected to buy more

products than they previously planned. A good store layout will help consumers find and decide to buy products.

Hypothesis 1: there is a significant influence between Store Layout and Purchase Decision

Relationship between Product Diversity and Purchase Decision

The product assortment is the set of all products and items offered for sale by a particular seller. The diversity of products a company produces includes the product mix's width, length, depth and consistency (Kotler & Keller, 2009). Diversity of products and different ways of serving can also attract and retain consumers. Diversity is an essential factor for consumer consideration in purchasing decisions.

Companies use product diversity to increase consumer purchases because consumers choose various products. In-line research by Dewi & Sindarko (2018) and Melda et al. (2020) proved that product diversity influences purchasing decisions. This shows that the higher the diversity of products offered, the higher the purchasing decisions made for those offered there.

Hypothesis 2: there is a significant influence between Product Diversity and Purchase Decision

Product Quality Relationship with Purchasing Decisions

For a business or company to survive in the face of competition, quality needs to be considered, especially in businesses or companies engaged in the food and beverage business, as consumers tend to choose to buy quality products. According to Shaharudin et al. (2011), food quality is an essential thing customers will always look for to fulfil their needs and desires in their chosen shops.

In order to win the competition in today's market, shop owners need to offer good value for their products and provide customers with a favourable atmosphere. In other words, good product quality will positively impact consumer decisions to buy these products. Research conducted by Maharani (2019) titled "The Influence of Product Quality, Service Quality and Perceived Price on Pizza Hut Purchase Decisions" shows that product quality significantly affects purchasing decisions.

Hypothesis 3: there is a significant influence between Product Quality and Purchase Decision

The research framework can be seen in Figure 1.

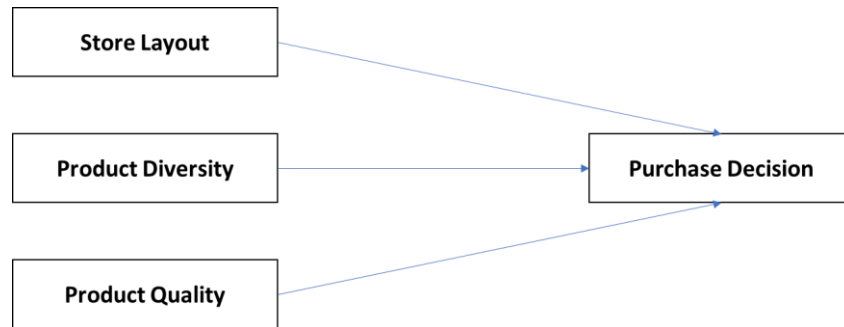


Figure 1. Research Thinking Framework

METHODS

The type of research that will be used is explanatory research. Sugiyono, (2017) States the explanatory research aims to explain the position of the variables studied and the influence of one variable on other variables. This research was conducted in the Pekanbaru area, with the object of research being conducted at Viera Souvenir Pekanbaru, located at Jalan Melati No. 2 Handsome Binawidya Pekanbaru City. The population used in this study were all consumers who purchased products at Viera Souvenirs Pekanbaru. The number of consumers realized in 2021 is 59,203 people. Meanwhile, to determine the sample size, the Slovin formula was used so that the number of samples in this study was 100 people. In this study, the data was obtained utilizing a questionnaire distributed to 100 respondents.

The variables tested were Store Layout (X1), Product Diversity (X2), Product Quality (X3), and Purchase Decision (Y). The test uses a test with multiple linear analysis with the following equation:

$$Y_t = \beta_0 + \beta_1 SL + \beta_2 PD + \beta_3 PQ + e \quad (1)$$

Where,

Y = Purchase Decision

B = Constanta

SL = Store Layout,

PD = Product Diversity,

PQ = Product Quality,

e = error term

The variables and indicators used in this study refer to previous research as follows in Table 1,

Table 1. Variable Measurement

Variable	Total Indicators	Source
Store Layout (X1)	5	Berman et al. (2018)
Product Diversity (X2)	4	Kotler & Keller (2009)
Product Quality (X3)	4	Shaharudin et al., (2011)
Purchase Decision (Y)	5	Kotler & Keller (2009)

RESULT AND DISCUSSION

Validity Test Results

Validity test is used to measure whether or not the questionnaire is valid. If $r_{count} > r_{table}$ then it is declared valid, otherwise if $r_{count} < r_{table}$ then it is said to be invalid. The test results are as follows:

Table 2. Validity Testing Results

Variable	Item	R_{count}	r_{table}	Information
Store Layouts	X1.1	0,575	0,1966	Valid
	X1.2	0,346	0,1966	Valid
	X1.3	0,584	0,1966	Valid
	X1.4	0,363	0,1966	Valid
	X1.5	0,545	0,1966	Valid
	X1.6	0,556	0,1966	Valid
	X1.7	0,662	0,1966	Valid
	X1.8	0,599	0,1966	Valid
	X1.9	0,535	0,1966	Valid
	X1.10	0,497	0,1966	Valid
Product Diversity	X2.1	0,497	0,1966	Valid
	X2.2	0,652	0,1966	Valid
	X2.3	0,650	0,1966	Valid
	X2.4	0,705	0,1966	Valid
	X2.5	0,632	0,1966	Valid
	X2.6	0,702	0,1966	Valid
	X2.7	0,535	0,1966	Valid
	X2.8	0,612	0,1966	Valid
Product quality	X2.1	0,720	0,1966	Valid
	X2.2	0,695	0,1966	Valid
	X2.3	0,725	0,1966	Valid
	X2.4	0,286	0,1966	Valid
	X2.5	0,663	0,1966	Valid
	X2.6	0,699	0,1966	Valid
	X2.7	0,661	0,1966	Valid
	X2.8	0,688	0,1966	Valid

Variable	Item	R _{count}	r _{table}	Information
Buying decision	X1.1	0,655	0,1966	Valid
	X1.2	0,642	0,1966	Valid
	X1.3	0,453	0,1966	Valid
	X1.4	0,532	0,1966	Valid
	X1.5	0,616	0,1966	Valid
	X1.6	0,536	0,1966	Valid
	X1.7	0,457	0,1966	Valid
	X1.8	0,534	0,1966	Valid
	X1.9	0,602	0,1966	Valid
	X1.10	0,656	0,1966	Valid

Source: Research Results, 2023

Based on the table above, it can be seen that the results of testing the validity of the statement items on the variables show all values of $r_{count} > r_{table}$ 0.1966. So that all statement items are declared valid.

Reliability Test Results

The reliability test is used to measure a questionnaire that is used as an indicator of the variable with the provision that if the alpha coefficient is > 0.60 , then the indicator is said to be reliable or can be trusted. The results of reliability testing are as follows:

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Information
Store Layouts	0,702	0,60	Reliable
Product Diversity	0,768	0,60	Reliable
Product quality	0,794	0,60	Reliable
Buying decision	0,766	0,60	Reliable

Source: Research Results, 2023

Based on the table above, it can be seen that the results of the reliability test on all variables indicate that the Cronbach Alpha value is > 0.60 . This means that the measuring instrument used in this study is reliable or can be trusted.

Results of Double Linear Regression Analysis

Following are the results of simple linear regression analysis of store layout variables on purchasing decisions at Viera Souvenir Pekanbaru:

Table 4. Double Linear Regression Analysis Results

Model	Unstandardized	Standardized	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	16.016	3.449	-	4.644	0.000
	Store Layouts (X1)	0.621	0.086	0.588	7.200	0.000
	Product Diversity (X2)	0.778	0.075	0.723	10.36	0.000
	Product Quality (X3)	0.739	0.078	0.692	9.486	0.000

Source: SPSS Processed Data 21, 2023

Based on the table above, a double linear regression analysis equation for store layout can be made for purchasing decisions at Viera Souvenir Pekanbaru as follows:

$$Y = 16,016 + 0,621X1 + 0,778X2 + 0,739 X3 + e$$

Where:

Y = Purchase Decision

X1, X2, X3 = Store Layout, Prproduct Diversity, and Product Quality

a = Costanta

b = Regression Coefficient

Based on these equations, it can be concluded the results as follows:

1. The constant value (a) is 16.016 which means that if the store layout (X1), product diversity (X2) and product quality (X3) have a zero value (0), then the purchase decision (Y) is 16.016.
2. The coefficient value of the store layout variable (X1) is 0.621, meaning that if the store layout variable increases by 1 (one), it will have an impact on purchasing decisions, which will also increase by 0.621.
3. The coefficient value of the product diversity variable (X2) is 0.778, meaning that if the product diversity variable increases by 1 (one) it will result in a purchase decision which will also increase by 0.778.
4. The coefficient value of the product quality variable (X3) is 0.738, meaning that if the product quality variable increases by 1 (one), it will result in a purchase decision, which will also increase by 0.738.

Test the Coefficient of Determination (R2) Multiple Store Layouts

To find out the contribution of store layout, product diversity and product quality to purchasing decisions at Viera Souvenirs Pekanbaru, use the R2 coefficient of determination test. Following are the results of the test for the coefficient of determination R2 which can be seen in the following table:

Table 5. Multiple Determination Coefficient Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.827 ^a	0.684	0.674	2.361

Source: SPSS Processed Data 21, 2023

Based on the table above, the R² value is 0.684. This indicates that the percentage contribution of the influence of the independent variables (store layout, product diversity and product quality) on the dependent variable (purchasing decisions) is 68.4%. In comparison, 31.6% is influenced by other variables not discussed in this regression model.

Simultaneous Test Results (Test F)

The F test determines the effect of Store Layout, Product Diversity and Product Quality on Purchasing Decisions. Based on the results of calculations using the SPSS program, the results are shown in the following table:

Table 6. F test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1156.716	3	385.572	69.188	0.000 ^b
1 Residual	534.994	96	5.573		
Total	1691.710	99			

Source: SPSS Processed Data 21, 2023

Based on the table above, the results of the F test show that F_{count} is 69.188 > F_{table} 2.70 and a significance value of 0.000 < 0.05. This means that simultaneously or together the variables Store layout, product diversity and product quality have a positive and significant effect on purchasing decisions at Viera Souvenirs Pekanbaru.

The Effect of Store Layout on Purchasing Decisions

The results of research on store layout variables can be seen that most respondents agree that the store layout variable on purchasing decisions at Viera Souvenir Pekanbaru is reasonable based on the respondents' answers obtained for the statement items of store layout dimensions, namely room floor allocation, walking pattern determination, determination of space requirements, in-store mapping and individual product arrangement. The partial regression results show significant results on the store layout variable on purchasing decisions of 0.000 < 0.05. The regression coefficient value of 0.621 means that increasing the in-store layout will increase consumer purchasing decisions assuming the independent variables are fixed. The t-test results show that t_{count} is 7.200 > t_{table} 1.660, which has a positive direction and indicates that the better the store layout is applied, the higher the level of consumer purchasing decisions will arise. So the hypothesis which states that "There is a Significant

Influence between Store Layout on Purchase Decisions at Viera Souvenirs Pekanbaru" is proven.

This is in line with the research by Akhiryanda (2021) entitled The Influence of Store Layout, Interior Display and Promotion on Purchase Decisions at Kamilla Cafe Mataram which proves that the store layout variable has a positive and significant effect on purchasing decisions at Kamilla Cafe Mataram.

Effect of Product Diversity on Purchasing Decisions

The results of the research on product diversity variables show that the majority of respondents agree with the role of product diversity variables in purchasing decisions at Viera Souvenir Pekanbaru, which is suitable based on the respondents' answers obtained for the statement items from the product diversity dimensions, namely product mix width, product mix length, depth product mix and product mix consistency. It can be seen from the distribution of respondents' responses to the 8 statements that answered positively that the variety of products provided by Viera Souvenir Pekanbaru could make consumers decide to buy these products.

The data processing results that have been done previously show that it is acceptable. Namely, product diversity positively and significantly affects purchasing decisions based on partial testing (t-test). $10.367 > t_{table} 1.660$ and a positive value of 0.778. That is, when the diversity of products Viera Souvenir Pekanbaru provides increases, the purchase decision will also increase. Therefore, the second hypothesis (H2), namely product diversity, positively and significantly affects the purchase decision. Then the hypothesis, which states that "There is an Effect of Product Diversity on Purchase Decisions at Viera Souvenirs Pekanbaru", can be accepted.

This aligns with research conducted by Dewi & Sindarko (2018) titled "The Influence of Diversity and Product Quality on La Cherie Consumer Purchase Decisions ", proving that the product diversity variable has a positive and significant effect on purchasing decisions at La Cherie Consumers.

Effect of Product Quality on Purchasing Decisions

The results of research on product quality variables can be seen that most of the respondents' answers agree that product quality variables in purchasing decisions at Viera Souvenirs Pekanbaru are suitable based on the respondents' answers obtained on product quality dimensions, namely freshness (freshness), presentation (appearance), taste (taste), and

innovative food (food innovation). This can be seen from the distribution of respondents' answers from the eight statement items giving positive answers. The eight statement items can already describe how the quality of the products provided by Viera Souvenir Pekanbaru can make consumers decide to buy these products.

The results of data processing that has been completed show that based on the partial test (t test), it can be seen from the significance value of the product quality variable that product quality has a positive and significant effect on purchasing decisions, namely sig 0.000 < 0.05 and a tcount value of 9.486 > ttable 1.660 and is worth positive of 0.739. That is, when the quality of the products Viera Souvenir Pekanbaru provides increases, the purchase decision will also increase. Then the hypothesis, which states that "There is an Influence of Product Quality on Purchase Decisions at Viera Souvenirs Pekanbaru", can be accepted.

This aligns with research conducted by Maharani (2019) entitled "The Influence of Product Quality, Service Quality and Perceived Price on Pizza Hut Purchase Decisions", which proves that the food quality variable has a positive and significant effect on purchasing decisions.

Effect of Store Layout, Product Diversity and Product Quality on Purchasing Decisions

Simultaneous hypothesis testing (F test) on store layout variables, product diversity and product quality has a positive and significant effect on purchasing decisions. This can be proven by looking at the Fcount value of 69.188 > Ftable 2.70 or sig. 0.000 < 0.05. The coefficient of determination of 0.684 shows that the contribution of store layout, product variety and product quality to purchasing decisions is 68.4%, and the rest is influenced by variables other than research variables. Then the hypothesis that "There is an Influence of Store Layout, Product Diversity and Product Quality on Purchase Decisions at Viera Souvenirs Pekanbaru" can be accepted.

CONCLUSION

Based on the results of the research based on the theoretical study and the formulation of the problems that have been discussed, it can be concluded that Store Layout partially has a positive and significant effect on consumer purchasing decisions. The better store layout made at Viera Souvenirs Pekanbaru also increases consumer purchasing decisions at Viera Souvenirs Pekanbaru Partially, product diversity positively and significantly affects consumer purchasing

decisions. The better quality of the products owned at Viera Souvenirs Pekanbaru also increases consumer purchasing decisions at Viera Souvenirs Pekanbaru. Partially product quality has a positive and significant effect on consumer purchasing decisions. The better the quality of the products owned at Viera Souvenirs Pekanbaru, the higher the consumer purchasing decisions at Viera Pekanbaru souvenirs. The store layout, product diversity and quality simultaneously positively and significantly affect consumer purchasing decisions. The better the store layout and the diversity of products and product quality offered, the more these three factors can influence consumers to make purchasing decisions at Viera Souvenir Pekanbaru.

It is hoped that the results of this study can be used as a reference in further research. In addition, it is hoped that future researchers will be able to examine other variables that can influence purchasing decisions, apart from store layout variables, product diversity and product quality. this as a refinement of further research.

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