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Consumer interest with regard to product completeness, promotion and location: the case of Indonesia

Abstract. The paper deals with the impact of product completeness, promotion and location on consumer interest in buying at Sentra Kuliner Pakal Benowo Surabaya in East Java (Indonesia) in the year 2020. This study is based on a sample of 100 people and conducted with the use of quantitative methods. The findings prove that product completeness affects purchase interest the most; promotion has a medium effect on purchase interest, whereas location has no significant effect on purchase interest. Thus, traders are advised to pay attention to product completeness and promotion in order to maintain consumer purchase interest.

Keywords: Product Completeness; Location; Promotion; Consumer Interest in Buying

JEL Classifications: A10; L34

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Купівельний інтерес у контексті повноти товару, його просування на ринку й місцезнаходження: приклад Індонезії

Анотація. У статті наведено аналіз впливу повноти товару, просування його на ринку, а також його місцезнаходження на купівельний інтерес у місті Сурабая (Східна Ява, Індонезія) у 2020 році. В основу дослідження, проведеного за допомогою застосування кількісних методів, було покладено вибірку зі 100 осіб. Отримані результати показують, що найбільше на купівельний інтерес впливає повнота товару; середній ступінь впливу має просування товару на ринку, тоді як місцезнаходження товару найменше впливає на купівельний інтерес. Отже, для підтримки купівельного інтересу трейдерам рекомендовано звертати увагу на повноту товару, його просування на ринку та його місцезнаходження.

Ключові слова: повнота товару; місцезнаходження; просування на ринку; купівельний інтерес.

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Покупательский интерес в контексте полноты товара, его продвижения на рынке и местоположения: пример Индонезии

Аннотация. В статье приведен анализ влияния полноты товара, продвижения его на рынке и его местоположения на покупательский интерес в городе Сурабая (Восточная Ява, Индонезия) в 2020 году. В основу исследования, проведенного посредством применения количественных методов, положена выборка из 100 человек. Полученные результаты показывают, что наибольшее влияние на покупательский интерес оказывает полнота товара; среднюю степень влияния оказывает продвижение товара на рынке, в то время как местоположение товара в наименьшей степени влияет на покупательский интерес. Следовательно, для поддержки покупательского интереса трейдерам рекомендуется обращать внимание на полноту товара, его продвижение и местоположение.

Ключевые слова: полнота товара; местоположение; продвижение на рынке; покупательский интерес.

1. Introduction

Nowadays, in the millennial era, culinary centres are very much in demand by the public, apart from opening a coffee shop business, this business can provide good profits. Problems regarding culinary centres can always attract attention to research. The biggest competition for culinary centres is like G-Walk, Food Junction, Grand Pakuwon, SWK Convention Hall, PKL Ketabang.

Product completeness is one that can have an influence on consumer purchases in a place, the provision of goods or products when needed attracts not only buyers but also

affects individuals or groups (Cheng et al., 2020; Chidiac and Shafikhani, 2020; Garner, 2020; Hoogenboom et al., 2020; Ifie, 2020; Lee et al., 2020). In addition to product completeness, there is one factor that can influence consumers in making a purchase, and these factors are location, location or more familiar with the word where the business will be established, in establishing a business it is necessary to pay attention to strategic location or location, which is choosing a place must consider where the business will begin.

Location is an important factor in determining the success of the culinary business (Harrington and Ottenbacher, 2010; Mustika et al., 2019). Choosing the right location is like: strategic business location, many people pass by, a comfortable place, a good view for the current culinary centre so that it stands out and easily attracts the attention of passersby (Abdelmaksoud and Wang, 2020; Capone et al., 2020; Halkon and Rothberg, 2021; Krishnan and Pasqualetti, 2020; Nucamendi-Guillén et al., 2020; Quy and Kim, 2020). The location of the current culinary centre that researchers will make as research objects is quite strategic, in addition to a comfortable place and often passed by many people is the Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia which is adjacent to the children's park area, which is used to trigger children while playing parents or families can while relaxing and enjoying the food and drinks in the culinary centre. Surabaya, after Jakarta and Bekasi, is the capital of the Indonesian province of East Java and the third-largest city in the region. The city has a population of 2.89 million in 2019 within its city limits and 9.5 million in the expanded metropolitan area of Surabaya, making it Indonesia's second-largest metropolitan area. It is one of the earliest port cities in Southeast Asia, situated on the northeastern border of Java Island, in the Madura Strait.

2. Literature Review and Development of Hypotheses

2.1. Purchase Interest

Interest is a psychological aspect that affects a person's attitude; interest is a source of motivation that leads to a person's behaviour in carrying out activities. Interest is a personal thing related to attitude, an individual towards an object that has the power to carry out a series of behaviours to get what he wants (Buldeo Rai et al., 2021; Canavari and Coderoni, 2020; Chong et al., 2020; Cicatiello, 2020; Dang and Dang, 2020; Hamzah and Tanwir, 2020; Inaba, 2020; Ju and Lee, 2020; Keerthi et al., 2020; Tandon et al., 2020). There are several main factors that influence a person's interest in making a purchase, psychological, personal and social. The factors consist of small elements that form a unity regarding human behaviour in their economic life.

2.2. Product Completeness

Product completeness is a factor related to merchandising. Studies explain that merchandising is planning in buying and selling goods using five principles, procurement of goods, place, time, price, and quantity. According to studies (Agez et al., 2020; Leon et al., 2020; Occhipinti Liberman et al., 2020; Otepka et al., 2020; Sánchez-Zapero et al., 2020; Spiliotopoulos et al., 2020; Wojtynek et al., 2020), it explains the completeness of the product including the variety of goods sold in supermarkets. Product completeness measurement indicators: Product diversity, product variety, product availability, various brands.

2.3. Promotion

Promotion is done to support sales. Promotion of communicating information about a product or service can influence potential purchases (Khalili and Alinezhad, 2018). The product for the services produced is known by the customer to communicate the product or service (Li et al., 2020; Liu et al., 2020; Xia et al., 2020). Sales promotion has an indicator measurement: The frequency of sales is the number of promotions carried out in the sales promotion media, the quality of the promotion is a measure of promotion, such as content, attractive design, position and media. Timeliness or suitability of targets is a factor in achieving company targets. Promotion time is the time period for the company's promotion. Based on the theoretical basis and previous research, the following hypothesis is proposed:

H1: It is suspected that there is a positive and significant influence between the effect of product completeness on consumer purchase interest.

H2: It is assumed that there is a positive and significant influence between the influence of location on consumer purchase interest.

H3: It is assumed that there is a positive and significant influence between the effect of promotion on consumer purchase interest.

H4: It is suspected that there is a positive and significant influence between product completeness, location and promotion on consumer purchase interest simultaneously.

3. Research Methods

The research was carried out in March 2020. This research uses quantitative research, quantitative research using a primary approach with a postpositivist paradigm in the development of science. Postpositivism is a metatheoretical stance in philosophy and models of scientific investigation that criticises and amends positivism. Although positivists emphasize the independence between the researcher and the individual (or object) examined, postpositivists argue that the researcher's theories, hypotheses, background information and values will impact what is observed. Through considering the potential consequences of biases, postpositivists seek objectivity. Though positivists emphasize quantitative methods, postpositivists consider legitimate approaches to both quantitative and qualitative methods.

The research population uses all consumers or visitors at Sentra Kuliner Pakal Benowo Surabaya East Java, Indonesia.

The research sample used Quota Sampling of 100 people by means of Accidental Sampling. Anyone who incidentally met the researcher can be used as a sample. The data collection technique used a questionnaire. The data analysis method used multiple linear regression analysis (Juanamasta et al., 2019; Rusdiyanto, Agustia, et al., 2020).

4. Results and Discussion

4.1. Description of Respondent Gender

Based on the characteristics of gender, it is known that most respondents were male as many as 68 people (68%), while the lowest respondents were female respondents as many as 32 people (32%).

4.2. Respondent Description Ages

Based on the age characteristics, it is known that the most respondents are respondents with an age range of 17-25 years, as many as 82 people (82%), while the lowest respondent with an age range > 45 years is the age where people become independent to earn money without working outside, such as opening own business at home. Meanwhile, the age range of 17-25 years is the age range of adolescents who mostly spend time with friends and follow an outside lifestyle such as: hanging out, eating out and playing and hanging out with friends. So, the majority who often do hang out activities and so on at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia are the age range 17-25 years (Figure 1).

4.3. Description of the respondent Occupation

Based on the results of identification of the characteristics of respondents based on occupation, it is known that the largest number of respondents are self-employed as many as 45 people (45%), while the lowest respondents are housewives as many as ten people (10%) (Figure 2).

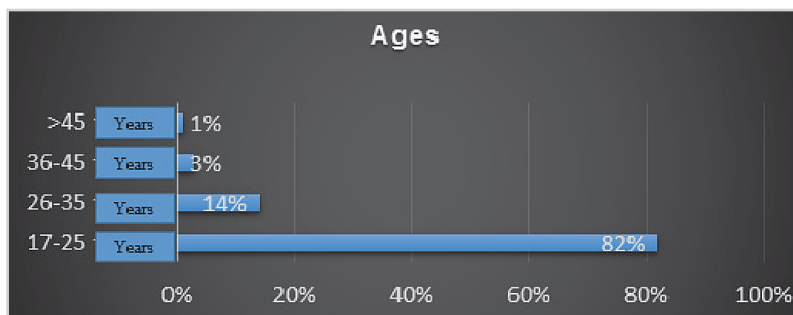


Figure 1:
Respondent Description Ages
 Source: Compiled by the authors

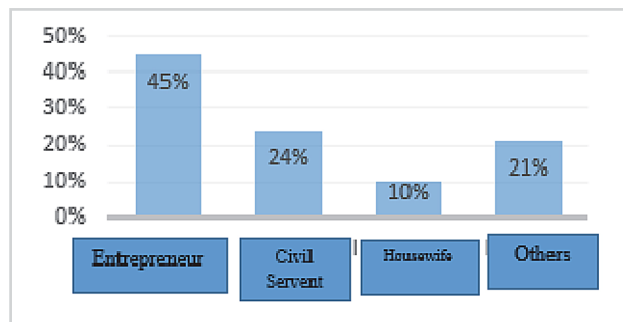


Figure 2:
Description of the respondent Occupation
Source: Compiled by the authors

4.4. Description Product Completeness Variable

Based on the table, it can be seen that from the results of the average data above is 2.72, in this case, it can be concluded that the completeness of the existing products at Sentra Kuliner Benowo Surabaya east Java Indonesia is good so that the completeness of the product is always in accordance with the needs and desires of consumers (Table 1).

4.5. Description of The Location Variable

Based on the table, it can be seen that from the results of the above-average data of 3.04, in this case, it can be concluded that the location at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia is good. Therefore, the location can be reached by outside consumers (Table 2).

4.6. Description of the Promotion Variable

Based on the table it can be seen that from the results of the average data above is 2.71, in this case, it can be concluded that the promotions offered at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia are good. Therefore, promotions are always in accordance with the needs and desires of consumers (Table 3).

Table 1:
Description Product Completeness variable

No.	Item	Assessment criteria				Mean Item	Mean Variable
		Always	Often	Sometimes	Never		
X _{1.1}	Variants of food	30 x 4	29 x 3	38 x 2	3 x 1	2.86	2.72 (Good)
X _{1.2}	Variants of drinks	34 x 4	31 x 3	30 x 2	5 x 1	2.94	
X _{1.3}	Complementary food	22 x 4	33 x 3	37 x 2	8 x 1	2.69	
X _{1.4}	Snacks	27 x 4	31 x 3	36 x 2	6 x 1	2.79	
X _{1.5}	Favorite menu	21 x 4	24 x 3	35 x 2	5 x 1	2.31	

Source: Compiled by the authors

Table 2:
Description of The Location Variable

No.	Item	Assessment criteria				Mean Item	Mean Variable
		Always	Often	Sometimes	Never		
X _{2.1}	Location access	61 x 4	25 x 3	13 x 2	1 x 1	3.46	3.04 (Good)
X _{2.2}	Security access	23 x 4	34 x 3	42 x 2	1 x 1	2.79	
X _{2.3}	Parking lot	23 x 4	59 x 3	18 x 2		3.05	
X _{2.4}	Cleanliness	34 x 4	35 x 3	30 x 2	1 x 1	3.02	
X _{2.5}	Smooth Traffic	27 x 4	41 x 3	26 x 2	6 x 1	2.89	

Source: Compiled by the authors

Table 3:
Description of the Promotion variable

No.	Item	Assessment criteria				Mean Item	Mean Variable
		Always	Often	Sometimes	Never		
X _{3.1}	Interesting promotion	25 x 4	27 x 3	39 x 2	9 x 1	2.6	2.71 (Good)
X _{3.2}	Menu offered	28 x 4	33 x 3	36 x 2	3 x 1	2.86	
X _{3.3}	Social media promotion	16 x 4	26 x 3	37 x 2	21 x 1	2.37	
X _{3.4}	The newest product	17 x 4	20 x 3	39 x 2	24 x 1	2.30	
X _{3.5}	Promotion once a month	21 x 4	18 x 3	45 x 2	16 x 1	2.44	
X _{3.6}	About sentra	79 x 4	12 x 3	8 x 2	1 x 1	3.69	

Source: Compiled by the authors

4.7. Description of the Purchase Interest Variable

Based on the table, it can be seen that from the results of the average data above of 2.77, it can be concluded that the three variables can influence the purchase interest of consumers are good and make repeat purchases at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia (Table 4).

Table 4:
Description of the Purchase interest Variable

No.	Item	Assessment criteria				Mean Item	Mean Variable
		Always	Often	Sometimes	Never		
Y _{1.1}	Attract purchase interest	24 x 4	31 x 3	41 x 2	4 x 1	2.75	2.77 (Good)
Y _{1.2}	Satisfied	30 x 4	40 x 3	27 x 2	3 x 1	2.97	
Y _{1.3}	Product supports	28 x 4	35 x 3	30 x 2	7 x 1	2.84	
Y _{1.4}	Visits and Transactions	20 x 4	20 x 3	53 x 2	7 x 1	2.53	

Source: Compiled by the authors

5. Conclusion

Based on the results of the study, the results of the t-test showed that the variable product completeness had an effect on consumer buying interest at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia of 7,936 and a significant value of 0,000 with a significance level of 0.050. The location has no effect on consumer buying interest at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia of 0.051 and a significant value of 0.959 with a significant level of 0.050. And promotion has an effect on consumer buying interest at Sentra Kuliner Pakal Benowo Surabaya East Java Indonesia of 3.973 and a significant value of 0.000 with a significant level of 0.050. To increase consumer buying interest, Sentra Kuliner must add food variations and complete food variants at this Sentra Kuliner as well as carry out intensive promotions to retain regular consumers and attract new consumers.

Sentra Kuliner must add product combinations and full food variants to this Sentra Kuliner to raise customer purchasing interest, as well as carry out intense promotions to maintain regular consumers and attract new consumers.

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