# Measuring The Retail Mix on Purchase Decisions During Covid-19 Pandemic

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**Abstract:**   The research of this study was to measure the influence of the retail mix on purchase decisions at the retail store Pramuka Mart Samarinda during the covid-19 pandemic. Samples were taken by accidental sampling as many as 111 respondents. The analytical technique used in this study is multiple linear regression analysis using the SPSS 23 program. The results of the study prove that product, price, promotion, and location have a positive and significant effect on purchasing decisions. While the service and store atmosphere have a positive but not significant effect on purchasing decisions.

**Keywords:**   *Retail Mix and Purchase Decisions*

## 1. INTRODUCTION

Indonesia is one of the developing countries with the fourth largest population in the world after the United States with a population of 268,583,016 people, (Dian 2020) This large population is an opportunity for business development in Indonesia, including the retail business which continues to grow and develop several times. This year.

The number of retailers in Samarinda makes retailers compete to get consumers by using various strategies, one of the strategies used by retailers is the retail mix supported by research (Adji and Subagio, 2013) saying that retail strategies have an influence on purchasing decisions in the city of Surabaya. by 71% and the rest is influenced by other factors.

At the end of 2019, there was an outbreak of the COVID-19 virus, an infectious disease caused by the corona virus, which was most recently discovered in Wuhan, China, in December 2019. COVID-19 is now a pandemic that affects many countries in the world. (WHO 2020) The impact of the Corona virus outbreak (Covid-19) is not only detrimental to the health side. The virus that started in the city of Wuhan, China, has even affected the economies of countries around the world, including Indonesia. (Abdul 2020)

The Indonesian Retail Entrepreneurs Association (Aprindo) said the impact of the sluggish income due to the Corona virus (COVID-19) outbreak was already being felt in various business lines, one of which was in the shopping center and retail business lines. (Selvi, 2020).

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## 2. LITERATURE REVIEW AND HYPHOTESES

### Retail Mix

The retail marketing mix includes all the goods and services a store is able to offer to consumers and also all the programmed efforts of the store manager for the market environment (Azeem & Sharma, 2015). According to Anggraeni and Nurcahya, (2014) Retailing mix is a marketing strategy used by retailers with the aim that consumers make purchasing decisions in their stores.

### Products

According to (Karwur, 2016) Product is anything that can be offered to the market to attract attention, use and consumption that can satisfy a want or need. The product is the whole of the offerings made normally by the company to consumers in providing services, the location of the store, and the name of the merchandise (Nurbiyanto et al, 2013). Good product quality will be able to maintain its business and be able to compete with other competitors. (Dewi & Harti, 2016).

### Price

According to (Mimi & Daniaty, 2017) price is the amount of money that is exchanged or issued to obtain, own, and use goods or services. Determining the right price will greatly support the achievement of company goals (Fadly, 2014

### Service

According to (Anggraeni & Nurcahya, 2014) Services to consumers are carried out by retail traders to facilitate consumer activities in shopping or getting to know places, getting to know the goods or services provided. Retail services aim to facilitate buyers when they shop at outlets (Hartini, 2013)

### Promotion

According to (Maulana et al, 2014) Promotion is a way to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. Promotion is the planning or implementation and control of an organization to consumers and other targets (Ellisshanty & Harti, 2017).

### Location

Choosing a location that is located in a crowd or easily accessible by consumers can be used as a good strategy in getting consumers (Aulia & Sudarwanto, 2016). According to Mimi and Daniaty (2017) Location is the physical structure of a store which is the main component in forming a consumer's impression of a store.

**Store atmosphere**
atmosphere in the store that is able to create a certain feeling in customers arising from the use of interior design elements, lighting arrangements, sound systems, air management systems and store services (Budi, 2017) According to Kartika and Sahputra (2017) Store Atmosphere (store atmosphere) ) is a combination of store physical characteristics such as architecture, layout, signs and displays, coloring, lighting, air temperature, sound and aroma to create a company image in the minds of customers.

**Purchase Decision**
Purchase decision is a decision taken by consumers to buy a product by considering various reasons first. According to (Maria & Handoyo, 2018) Purchasing decisions are one of the processes experienced by consumers when consumers choose various things/services they need.

**HYPHOTESES DEVELOPMENT**
Relationship Product on Purchase Decision
Completeness of products in a store is certainly visited by consumers to make purchases, because of the availability of consumer wants or needs. This result is in accordance with the opinion of Wahyuningtyas (2015) which states that product diversity affects consumer purchasing decisions. And also research from Rois et al, (2018) which says that there is an effect of product completeness on consumer purchasing decisions and also in his research emphasizes that the success of stores where consumers to buy products are always there.

Hypothesis 1: Products have an influence on purchase decision

**Relationship Price on Purchase Decision**
Price is defined as an exchange rate for the benefits caused by certain goods or services for someone (Fatharani et al, 2013). According to Priharto, (2020) said that setting the right price is very important for business travel because price is a way for companies to achieve targets.

Hypothesis 2: Price has an influence on purchase decision

**Relationship Service on Purchase Decision**
According to Lia and Hidayat, (2012) the quality of service provided by a company is one thing that needs to be considered by always providing the best. Service is an action that can be offered by anything that is basically intangible and does not lead to ownership of anything (Fadly, 2014).

Hypothesis 3: Service has an influence on purchase decision

**Relationship Promotion on Purchase Decision**
According to (Nugroho et al, 2014) Promotion is a company activity that is persuading and influencing so that prospective consumers are interested in making purchase decisions. The more intensive promotional activities, the purchasing decisions will increase. Promotion is a way to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold (Maulana et al., 2014).

Hypothesis 4: Promotion has an effect on purchase decision

**Relationship Location on Purchase Decision**
According to Hartini, (2013) the location which is in the city center and close to residential areas makes it easier for people to access it. Choosing a location that is located in a crowd or easily accessible by consumers can be used as a good strategy in getting consumers (Aulia and Sudarwanto, 2016)

Hypothesis 5: Location has an influence on purchasing decisions

**Relationship Store Atmosphere on Purchase Decision**
According to Budi, (2017) the atmosphere in the store is able to create a certain feeling in the customer resulting from the use of interior design elements, lighting arrangements, sound systems, air control systems and store services. Store atmosphere can be used as a powerful tool through the appearance and performance of the retail store so as to position the store's image in the minds of consumers (Yoga and Djoko, 2017).

Hypothesis 6: Store Atmosphere has an influence on purchasing decisions at Pramuka Mart Samarinda

**Research Method**
Sample and Data Collection
The number of populations are not known with certainty so the population taken in this study are students who have made purchases at Pramuka Mart. The sampling method used Accidental Sampling, that is, anyone who coincidentally meets a researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source. In this study, data collection and processing used an electronic questionnaire made using Google Form to 111 respondents. Data collection was carried out during the period between January – March 2021. Data analysis was carried out using multiple linear regression analysis with the help of SPSS 23 program. Table 1 shows an overview of 140 respondents in this study.

Table 1 Respondens Description

| Description | Frequency | Persentase |
|---|---|---|
| Number of samples | 111 | 100% |
| Seks | | |
| Male | 53 | 47,7% |
| Female | 58 | 52,3% |
| Age | | |
| 18-20 | 12 | 10,8% |
| 21-25 | 99 | 89,2% |
| Student customers | | |
| Economic | 74 | 66,7% |
| Forestry | 2 | 1,8% |
| Social | 2 | 1,8% |
| Science | 2 | 1,8% |
| Law | 5 | 4,5% |
| Culture | 1 | 0,9% |

| | | |
|---|---|---|
| Public Health | 5 | 4,5% |
| Teacher | 7 | 6,3% |
| Information | 9 | 8,1% |
| Agriculture | 1 | 0,9% |
| Technic | 3 | 2,7% |
| Numbers of visit | | |
| 2 | 36 | 32,4% |
| 4 | 13 | 11,7% |
| >4 | 62 | 55,9% |

## 3. RESULTS AND DISCUSSION

**Product**

Table 2 Respondents' Answers on Products

| Indicators Website Quality | Respondents' Answers on Products | | | | | | | | | | Indeks EV | Interpretation Indeks Value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Product Quality | 0 | 0 | 0 | 1 | 11 | 9 | 16 | 31 | 21 | 22 | 88.2% | High |
| Product Variaties | 0 | 0 | 0 | 1 | 9 | 12 | 24 | 22 | 20 | 23 | 87.5% | High |
| new product availability | 1 | 0 | 1 | 0 | 9 | 11 | 25 | 32 | 21 | 11 | 84.5% | High |
| Average | | | | | | | | | | | 86.7% | |

Table above shows that the product has an average index of 86.7% from the range of 10-100, which means the product level is high. The product indicator that has the highest index value is product quality, followed by product diversity, and finally the availability of new products.

**Price**

Table 3 Respondents' Answers on Price

| Indicators Price | Jawaban Responden Harga | | | | | | | | | | Indeks EV | Interpretation Indeks Value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| price according to product | 1 | 0 | 3 | 3 | 13 | 9 | 17 | 31 | 19 | 15 | 82.9% | High |
| cheaper price | 1 | 0 | 2 | 4 | 18 | 16 | 22 | 19 | 14 | 15 | 79.1% | High |
| Discount | 1 | 0 | 1 | 2 | 18 | 15 | 27 | 26 | 12 | 9 | 78.7% | High |
| Average | | | | | | | | | | | 80.2% | |

The table above shows that the price has an average index of 80.2% which means the price level is high. The price indicator that has the highest index value is the price according to the product, then followed by the lower price, and the last one is the discounted price.

**Services**

Table 4 Respondents' Answers on services

| Indicators Services | Respondents' Answers on Service | | | | | | | | | | Indeks EV | Interpretation Indeks Value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Employee response | 0 | 0 | 0 | 1 | 11 | 4 | 32 | 38 | 15 | 10 | 73.5% | High |
| Employee Performance | 0 | 0 | 0 | 1 | 9 | 8 | 23 | 30 | 20 | 20 | 76.7% | High |
| Easy to payment | 0 | 0 | 0 | 1 | 7 | 10 | 19 | 31 | 24 | 19 | 77.5% | High |
| Average | | | | | | | | | | | 75.9% | |

It shows that the service has an average index of 75.9%, which means the level of service is high. Service indicators that have the highest index values are employee responsiveness, employee appearance, ease of payment.

**Promotion**

Table 5 Respondents' Answers on Promotion

| Indicators Promotion | Table 4 Respondents' Answers on services | | | | | | | | | | Indeks EV | Interpretation Indeks Value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Promotion has appeal | 0 | 0 | 0 | 0 | 14 | 4 | 31 | 19 | 19 | 24 | 76.3% | High |
| Promotions arouse shopping interest | 0 | 0 | 0 | 0 | 11 | 6 | 21 | 28 | 17 | 28 | 78.4% | High |
| Promotion encourage to buy | 0 | 0 | 0 | 0 | 7 | 13 | 16 | 28 | 25 | 22 | 78.3% | High |
| Average | | | | | | | | | | | 77.7% | |

It shows that the Promotion has an average index of 77.7% from the range of 10-100, which means the level of Promotion is high. The Promotion indicator that has the highest index value is that the Promotion generates interest in shopping, then followed by the Promotion that encourages buying, and the last one is followed by the Promotion which has attractivenes

**Location**

Table 6 Respondents' Answers on Location

| Indicators Location | Table 5 Respondents' Answers on Promotion | | | | | | | | | | Indeks EV | Interpretation Indeks Value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Location Affordability | 0 | 0 | 0 | 0 | 7 | 10 | 17 | 25 | 20 | 32 | 69.2% | Medium |
| Smooth access to Location | 1 | 0 | 1 | 1 | 9 | 10 | 24 | 23 | 23 | 19 | 64.1% | Medium |
| Location Proximity | 0 | 0 | 0 | 1 | 8 | 5 | 22 | 23 | 25 | 27 | 68.5% | Medium |
| Availability of parking space | 2 | 0 | 0 | 3 | 5 | 12 | 25 | 29 | 16 | 19 | 63.2% | Medium |
| Average | | | | | | | | | | | 66.3% | |

It shows that the location has an average index of 66.3% which means that the location level is moderate. The location indicator that has the highest index value is location affordability, followed by location proximity, smooth access to location, and lastly followed by parking availability.

**Store Atmosphere**

Table 7 Respondents' Answers on Store Atmosphere

| Indicators Store Atmosphere | Respondents' Answers on Store Atmosphere | | | | | | | | | | Indeks EV | Interpretations Indeks Value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| adequate facilities | 0 | 0 | 0 | 1 | 7 | 8 | 19 | 25 | 21 | 30 | 68.7% | Medium |
| room lighting | 0 | 0 | 0 | 0 | 7 | 12 | 25 | 24 | 15 | 28 | 66.7% | Medium |
| Interior Display | 0 | 0 | 0 | 1 | 9 | 10 | 31 | 24 | 14 | 22 | 64.2% | Medium |
| Average | | | | | | | | | | | 66.5% | |

It shows that the store atmosphere has an average index of 66.5% from the range of 10-100, which means the level of the store atmosphere is moderate. The store atmosphere indicator that has the highest index value is adequate facilities, followed by room lighting in the store, and lastly followed by interior display.

**Purchase Desicions**

Tabel 8 Respondents' Answers on Purchase Desicions

| Indikator Purchase Desicions | Respondents' Answers on Purchase Desicions;r | Indeks EV | Interpretation Indeks Value | Respondents' Answers on Purchase Desicions Indikator |
|---|---|---|---|---|
| | | | | |

| Purchase Desicions Jawaban Responden Keputusan Pembelian | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Indeks EV | Interpretasi Nilai Indeks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Planning purchase | 0 | 0 | 0 | 2 | 11 | 9 | 21 | 28 | 22 | 18 | 75.5% | High |
| unplanned purchase | 1 | 1 | 2 | 2 | 17 | 12 | 29 | 25 | 13 | 9 | 67.3% | Medium |
| Recommendation to friends | 4 | 2 | 3 | 6 | 15 | 15 | 26 | 17 | 9 | 14 | 63.4% | Medium |
| Average | | | | | | | | | | | 68.7% | |

It shows that the store atmosphere has an average index of 68.7%, which means the level of purchase decision is moderate. The purchase decision indicator which has the highest index value is a planned purchase followed by an unplanned purchase, and the last one is followed by a recommendation from a friend.

Validity and reliability test:

| No. | Variable | Alpha | Description | r table | Description |
|---|---|---|---|---|---|
| 1 | Product | 0.734 | Reliable | 0.1865 | Valid |
| | Product quality<br>Variety Products<br>New product avaibility | | | 0,818<br>0,816<br>0,789 | |
| 2 | Price | 0.738 | Reliable | | |
| | price<br>according to product<br>cheaper price<br>Discount | | | 0,709<br><br>0,882<br><br>0,846 | valid |
| 3 | Service | 0.891 | Reliable | | |
| | Employee response<br>Employee Performance | | | 0,886 | valid |

| | | | | | |
|---|---|---|---|---|---|
| | Easy to payment | | | 0,923 | |
| | | | | 0,910 | |
| 4 | Promotion | 0.902 | Reliable | | |
| | Promotion has appeal<br>Promotions arouse shopping interest<br>Promotion encourage to buy | | | 0,894<br>0,938<br><br>0,912 | valid |
| 5 | Location | 0.836 | Reliable | | |
| | Location Affordability<br>Smooth access to Location<br>Location Proximity<br>Availability of parking space | | | 0,877<br>0,839<br>0,861<br>0,719 | valid |
| 6 | Store atmosphere | 0.922 | Reliable | | |
| | adequate facilities<br>room lighting<br>Interior Display | | | 0,929<br>0,947<br>0,914 | valid |
| 7 | Purchase Decision | 0.664 | Reliable | | valid |
| | Planning purchase<br>unplanned purchase<br>Recommendation to friends | | | 0,624<br>0,812<br>0,869 | |

Test the hypothesis relationship, show is like this
Coefficientsa

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Description | F | R2 |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | | |
| (Constant) | 3.787 | 2.063 | | 1.836 | 0.069 | | 17.682 | .505 |
| Total_X1 | 0.317 | 0.148 | 0.278 | 2.136 | 0.035 | Signifikan | | |
| Total_X2 | 0.453 | 0.087 | 0.461 | 5.236 | 0.00 | Signifikan | | |
| 1  Total_X3 | 0.264 | 0.159 | 0.238 | 1.663 | 0.099 | Insignifikan | | |
| Total_X4 | 0.24 | 0.118 | 0.236 | 2.041 | 0.044 | Signifikan | | |
| Total_X5 | 0.267 | 0.102 | 0.33 | 2.611 | 0.01 | Signifikan | | |
| Total_X6 | 0.167 | 0.153 | 0.166 | 1.094 | 0.276 | Insignifikan | | |

Based on the results of data analysis using the SPSS 23 program tool with a significance level of 0.05 in table 4.17 above, it shows that it is obtained at ((df $2 = 111 - 6 - 1 = 104$). So that each variable can be explained as follows:

**Product Attractiveness to Purchase Decision**
The value of the product (X1) is 2.136 when compared to the value of 1.659 (2.136>1.659) with a significance value of 0.035, because the significance value is less than 0.05 (0.035 <0.05), then Ha is accepted with these results it can be concluded that the product has a positive and significant appeal to purchasing decisions at Pramuka Mart. Based on the regression equation, it is known that the product has a positive beta coefficient of 0.278, which means that the higher the product, the higher the purchasing decision.

**Price Attractiveness to Purchase Decisions**
The value of the price (X2) is 5.236 when compared to the value of 1.659 (5.236 > 1.659) with a significance value of 0.00 because the significance value is less than 0.05 (0.00 <0.05) then Ha is accepted with these results it can be concluded that the price has a positive and significant attraction to purchase decisions at Pramuka Mart. Based on the regression equation, it is known that the price has a positive beta coefficient of 0.461, which means that the higher the price, the higher the purchasing decision.

**Attractiveness of Service to Purchase Decisions**
The value on Service (X3) is 1.663 when compared to the value of 1.659 (1.663 > 1.659) with a significance value of 0.099 because the significance value is greater than 0.05 (0.99 > 0.05) then Ha is rejected with these results it can be concluded that the service has a positive and insignificant appeal to Purchase Decisions.

**Promotional Attractiveness to Purchase Decisions**
The value of Promotion (X4) is 2.041 when compared to the value of 2.041 (2.041>1.659) with a significance value of 0.044 because the significance value is less than 0.05 (0.44 <0.05) then Ha is accepted with these results it can be concluded that the Promotion has a

positive and significant appeal to purchase decisions at retail shop. Based on the regression equation, it is known that the Promotion has a positive beta coefficient of 0.236, which means that the higher the Promotion, the higher the purchase decisions.

**Attraction of Location to Purchase Decision**
The value at Location (X5) is 2.611 when compared to the value of 2.611 (2.611>1.659) with a significance value of 0.01 because the significance value is less than 0.05 (0.01<0.05), then Ha is accepted with these results it can be concluded that the location has a positive and significant attraction to purchase decisions at Pramuka Mart. Based on the regression equation, it is known that the location has a positive beta coefficient of 0.33 which means that the higher the location, the higher the purchasing decision.

**Attractiveness of Store Atmosphere to Purchase Decisions**
The value of the Store Atmosphere (X6) is 1.094 when compared to the value of 1.094 (1.094 <1.659) with a significance value of 0.276 because the significance value is greater than 0.05 (0.276> 0.05), so Ha is rejected with these results it can be concluded that the Store Atmosphere has a positive and insignificant appeal to purchase decisions.

The F count value is 17,682 while the results for the F table from the above calculation, it can be seen that the value of F count > F table means that together there is a significant influence between the independent variables, namely product (X1), price (X2), service (X3), promotion (X4), location (X5) , store atmosphere (X6) on the dependent variable purchase decisions.

The value of the coefficient of determination (R2) is 0.505. This shows that the proportion that can be explained by the independent variable is 50.5%. While the remaining 49.5% Purchase Decision is influenced by other variables that are not included in this study. This means that there is a close relationship between product, price, service, promotion, location and store atmosphere on purchase decisions.

## 4. CONCLUSION

Based on the results and discussions that have been stated previously regarding the effect of retail mix on the purchasing decisions at retail shop in pandemic era. Then the following conclusions can be drawn:

Product, price, promotion, and location variables have a significant effect on the purchase decision at Pramuka Mart Samarinda. Based on these results, the hypothesis of this research can be accepted and proven true. Retail stores must change strategies during the covid-19 pandemic with an online system.

Service and Store Atmosphere variables have no significant effect on the purchase decision of customers at Pramuka Mart Samarinda. Online services such as drive thru or ordering in pandemic era.

Further research is expected to use more samples in order to create generalization of research results regarding the influence of retail mix on purchasing decisions.

Looking at R square, the residual value can be filled with other variables is like brand retail store, lifestyle or reference group.

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