

# **The Influence of Purchase Experience, Perception of Ease of Shopping and Perception of Completeness of Goods on Purchase Decisions Through Perception of Shop Image in Main Metal Building Shop Sidapurna Tegal Regency**

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**Abstract.** Retail industry in basically only could endure if customer still have desire for do business in the shop , and needs customer the related with how consumer take decision. According to Existing studies , a lot variable life like experience customer in store , fulfillment products in stores , and easy visibility. Purchase moment shop at the store could considered . Third variable the could influence decision consumer with create possible image profitable or harmful retailer. Perception created by customer this create impression shop that can evaluated by another customer . Customer could give impression positive on shop if could provide the product they are want and need . Study this focus on taking decision consumers in stores with using the sales process required product by society.

**Keywords:** buying experience, perceived ease of shopping, perceived completeness of goods, purchasing decisions, perceived store image.

## **1. Introduction**

Republic of Indonesia Law Number 4 of 1992 Issues and Housing Problems. The law mentioned above is important for the development of all Indonesian people and the development of the country, namely the development of all Indonesian people, if necessary, eating healthy, safe, harmonious and peaceful and harmonious is the need of the community. people. and adhere to Pancasila and the 1945 Constitution. It is important to ensure the dignity, quality of life and welfare of the people in a just and prosperous society [1]. However, there are still many traditional machines in the retail industry that still survive and can still compete. Basically, the retail industry can only survive if customers still have the desire to do business in stores, and the customer's needs are related to how consumers make decisions. Consumer decision making towards retail stores has been widely studied by various methods.

According to [2]existing studies, many life variables such as customer experience in stores, product fulfillment in stores, and easy visibility. Purchases while shopping in stores can be considered. These three variables can influence consumer decisions by creating an image that can benefit or harm retailers. Store image has a significant influence on customer purchasing decisions. This is based on the findings [3] that store image recognition has a positive impact

on retail decision making. This model is also the understanding that store image is created. The effectiveness of people's thoughts and feelings influencing decision making can be seen in research conducted at the workshop by [4] , which shows that customers will be affected again. came to the conclusion that he might be mad. order. As well as potentially influencing repurchase decisions, this shopping experience can influence consumer expectations. The better the customer, the better the understanding and they will continue to use it, which will turn them into loyal customers.

The opinions generated by these customers create an understanding about the store that other customers can evaluate. According to the Journal, customers can make a positive impression on a store if they can provide the products they want and need. Finished products are an indicator of customer evaluation of product purchases that lead to an understanding of the store's perception, as in the study of [5] who used finished products because the appearance of the store was unusual. The research showed very good results, and in his research it was found that the store's image would be well controlled by controlling the success of the products sold in the store. This store is an example of the extension of a traditional shop with products that are the basic needs of the community in the form of small household items. This research focuses on consumer decision making in stores by using the process of selling products that are needed by the community.

## 2 Method

In this study using data analysis model PLS-SEM (Partial Least Square - Comparative Model) using SmartPLS software. This study uses a model or causal relationship. Therefore, to identify needs, a PLS-SEM (Partial Least Square - Comparative Model) analysis process was carried out with the SmartPLS program. According to [6] partial least squares is the Structural Equation Modeling (SEM) method which allows model testing as well as measurement models simultaneously. Standard tests are used to measure validity and reliability while sample sizes are used to measure validity. The advantages of the PLS analysis method according to [7] are:

- a. Can model many dependent and independent variables (complex models).
- b. The problem of multicollinearity of independent variables can be controlled.
- c. Despite the unusual data, the results are strong.
- d. Transform the independent latent variable directly into a cross multiplication with the latent variable as a power predictor.
- e. Can be used for small samples (less than 100 pieces).
- f. No need for confidential information.

The population is a combination of all items in a situation, object or person who have similar characteristics that are important to the researcher's perspective because they are considered the research universe. According to [8] , the population is a general domain that contains subjects or objects that have certain characteristics and characteristics determined by the researcher to be studied and the end of the language. The population of this study consisted of Sidapurna Main Metals customers, Kab. Tegal. The sample is part or group of the population, and samples are taken from part of the population. The sampling technique used to decide what data to study is non-probability sampling, namely sampling that does not give all subjects or members of the population the same time as samples because the size of the population is unknown.

This sampling method is random sampling, and the researcher selects the first responders he meets from time to time, but the first responders must have special characteristics such as the respondent's products in TB household appliances and home stores. Main Metals

Sidapurna, Kab. Tegal at least once. This study uses the Slovin model to determine size. Based on sales data obtained from TB. The cast fix averages 250 buyers per month in June, July and August 2022. That the use of the slovin model can be used if the public is aware.

### 3. Discussion

The outer model or outer relation or measurement model defines how each indicator block relates to its latent variable. This model specifies the relationship between latent variables and their indicators or it can be said that the outer model defines the relationship between each indicator and its latent variables. Testing in the outer model, namely:

a. Validity test

There are two validity tests, namely convergent validity and discriminant validity. Convergent validity was tested through the loading factor parameter and the Average Variance Extracted (AVE) value. Measurements can be categorized as having convergent validity if the loading factor value is more than 0.7 and the AVE value is more than 0.5 [9]. Discriminant validity is determined by looking at the cross loading of each variable. Measurements can be categorized as having discriminant validity if they have a cross loading value of more than 0.7.

b. Reliability Test

The reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct. The concept of reliability is in line with construct or quantitative validity. A valid construct is definitely reliable, whereas a reliable construct is not necessarily valid. Reliability testing can be seen based on Cronbach's alpha value which must be more than 0.6 and the composite reliability value must be more than 0.7. The composite reliability value shows the measure of the actual reliability value of a variable while Cronbach's alpha shows the measure of the lowest reliability value of a variable.

A structural model that predicts a causal relationship (causality) between latent variables. Testing in the inner model, namely:

a. R-square test

The R-square value or the coefficient of determination indicates the diversity of endogenous constructs that can be explained by exogenous constructs simultaneously. The R-square value is used to measure the level of variability of changes in the independent variable to the dependent variable. This parameter is also used to measure the feasibility of the prediction model with a range of 0 to 1. The higher the R-square value, the greater the influence of exogenous latent variables on endogenous latent variables. The R-square value can detect the direct effect of certain exogenous variables on endogenous variables.

b. Q-square test

The Q-square test in PLS is used for predictive relevance in constructive models. The goodness of fit assessment can be known through the Q2 value. The Q2 value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the R-Square, the more fit the model can be with the data. Q-square measures how well the observed values are generated by the model and also the parameter estimates..

c. Path coefficient

*bootstrapping* procedure. Hypothesis testing is related to testing the relationship between variables. Hypothesis testing is carried out by looking at the partial test results for each variable. The size of the significance of the hypothesis support can be used to compare the value of t-table and t-statistic. To see whether there is an influence of exogenous variables on endogenous variables, it can be seen from the t - statistic values compared to the t-table values. If the t-statistic value is greater than the t-table value, then it is significant. Conversely, if the

t-statistic value is smaller than the t-table value, then it is not significant. In this study, for a confidence level of 90 % ( $\alpha = 0.05$ ), the t-table value for the one-tailed hypothesis with a sample of 76 customers, and has 5 variables so that the t-table value is 1.29359. Hypothesis testing is related to testing the relationship between variables. Hypothesis testing is carried out by looking at the partial test results for each variable. The size of the significance of the hypothesis support can be used to compare the value of t-table and t-statistic. To see whether there is an influence of exogenous variables on endogenous variables, it can be seen from the t-statistic values compared to the t-table values. If the t-statistic value is greater than the t-table value, then it is significant. Conversely, if the t-statistic value is smaller than the t-table value, then it is not significant.

Good consumer buying experience is expected to increase the restaurant's sales. The buying experience is a customer response internally and subjectively as a result of direct or indirect interactions with the company. Research on the influence of experience which can shape store image perceptions has been carried out by [10] where in this research places experience as one of the indicators of store image variables. In this research, it was found that this experience is included in the dimension of the store atmosphere which can become an experience for the buyer so that it can form perceptions in the minds of consumers. That is, this research can prove that there is a positive correlation between a good experience and getting a good store image. The experience of buying this item in other studies is also placed as an indicator of the store image who examines buying interest according to several variables, one of which is store image. This study also explains the importance of a good experience in creating a good store image.

**H1: There is a positive influence on the buying experience on store image perception.**

The convenience of shopping is often considered convenient in shopping where consumers find it easy to achieve the main goal of getting something they want or need. This convenience builds expectations so that when they can be fulfilled it will also affect the perception of what is expected. This convenience has many influencing factors, namely something that makes it easier for consumers to choose a store for shopping, one of which is the ease of entering the store, which is reflected in the availability of parking lots and affordable store locations. Still in research conducted [10] store image is also influenced by how consumers feel facilitated in getting what they want. The research explains that the convenience obtained in shopping will make consumers form better perceptions.

**H2: There is a positive influence on the ease of shopping on store image perception.**

The perception of the completeness of goods is an image in the minds of consumers where a store can imagine that the store can provide the goods needed. This completeness is quite helpful in forming the image of the store because at this time many people want things that are easy and simple so they hope that in one purchase they will get the desired item. The most emphasized thing in store image is how consumers form images in their minds for a store. The perception of the completeness of goods or in many studies is called *mercensed* where goods are shown to reflect the many kinds of goods offered. explained that in his research it also makes the variety of goods offered, making a better image for a shop complete with goods in another study which positions it as an indicator and states that it influences the dependent variable, namely in research conducted by [11] who examined retail shops in Surabaya using store image and experience variables as indicators. This study explains that the completeness of goods sold in retail stores is one indicator that is quite significant in the store image variable.

**H3: There is a positive influence on the perception of the completeness of the goods on store image perception.**

Store image is the consumer's thoughts about a store, including perceptions and attitudes based on sensations from stimuli related to the store received through the five senses. A good store image according to consumers can create a good store name as well. So, companies must be responsive to what must be done related to the continuity of their business. Many studies have been conducted on the effect of store image perceptions on purchasing decisions. One of them is proven by research conducted Where is the store image in his research on how consumers decide to buy at clothing distributions which is concluded to have a significant correlation relationship where the better the store image that a store has, the easier it will be for consumers to make purchasing decisions. The importance of store image in influencing purchasing decisions is also supported by several other studies, including the research conducted [12] explained that store image indeed had a significant influence on repeat consumer decisions.

**H4: There is a positive influence on store image perception to purchase decision .**

The buying experience can be in the form of a past where the consumer has experience in purchasing, it can also be a buying experience in the form of how and what consumers feel when making a purchase. This experience becomes an assessment for consumers in the future when they make purchases afterwards, so that this experience becomes one of the things that supports consumers in deciding to repurchase at the same store. According to research that has been researched by [13] which discusses consumer experience in obtaining products and services, there is evidence that experience is very influential for consumers in determining repurchase decisions.

**H5: There is a positive effect of buying experience on purchasing decisions**

Product completeness will not only attract interest but can also influence consumer decisions to shop . In this case, it means that more and more goods are offered so that the wider community's needs can be obtained at the store. According to research from [14] revealed the results that there is a positive and significant influence where the more products offered, the better consumers will be in determining purchasing decisions. Another research was conducted by [15] with his research stating that the completeness of the goods being sold makes consumers increasingly want to make purchases at that place.

**H6: There is a positive effect of completeness of goods on purchasing decisions .**

#### **4. Conclusion**

R-square value can detect influence direct from variable exogenous certain to endogenous variable . For see there is no influence variable exogenous to endogenous variable , can seen from compared t-statistic values with t-table values . In study the obtained results that experience this enter in dimensions atmosphere shop that can Becomes something experience for buyer until could form perception in mind consumer. That is, research the could prove exists correlation positive Among good experience until get image good shop.

Study this also explains its importance good experience in bring up image good shop too. Lots influential factor among them that is something easy consumer to election shop for shop wrong only one is convenience enter to shop , which is mirrored with availability the place parking and location affordable shop .Perception completeness goods is description in mind where is the consumer ? a shop could describe in shop the could give required items. Completeness this enough help in formation image shop Public on period this.

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