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The Effect Of Product Completeness, Price, And Promotion On Consumer Purchase Decisions At Sirandorung Fresh Fruit Shop Rantauprapat

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Abstract

The rapid growth of the fruit retail industry requires researchers to understand the factors that can influence consumer purchasing decisions. Fruit sellers need to offer not only exceptional products, but also a wide selection, competitive prices, and effective marketing campaigns to stay relevant amidst changing consumer preferences. This study explores how product variations, prices, and promotional activities can influence consumer purchasing decisions at a Fresh Fruit Shop located in Sirandorung, Rantauprapat. A quantitative approach was taken through a survey, data collected by distributing questionnaires to customers of the Fresh Fruit Shop in Sirandorung. The analytical method applied is a multiple linear regression analysis, which evaluates the influence of each independent variable on the dependent variable. This research can provide insight into the key factors that influence consumers' final purchasing decisions. Practically, this research aims to provide business leaders with more efficient marketing strategies, while from an academic perspective, this research can contribute as a reference for future studies on consumer behavior in the fresh fruit retail sector.

Keywords: *Product Completeness, Price, Promotion, Purchase Decision*

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INTRODUCTION

Fruit shops are a common retail business category found in everyday life, as fruit has become a primary need for the community. As awareness of the importance of healthy living increases, the appetite for fresh fruit continues to grow. Fruits are chosen for their vitamin, fiber, and nutrient content, which have positive health benefits, as well as their ease of use in various ways. This situation makes fruit shops play a crucial role in meeting the nutritional needs of local residents. Research on fresh fruit retail confirms that the presence of fruit shops or fresh fruit sections in modern retail outlets such as specialty fruit shops, supermarkets, or minimarkets plays a crucial role in meeting consumer demand for fresh fruit. Retailers provide fresh fruit with a wider product variety, better quality assurance, strategic locations, and a comfortable shopping experience, making it easier for consumers to meet their daily fruit needs (Sandora et al., 2023).

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Today's lifestyle advancements have influenced how consumers choose where to buy fruit. Buyers consider not only product availability but also fruit variety, freshness and quality, reasonable prices, and ease of shopping. This scenario has led to increased competition among fruit shops, requiring business owners to adapt to this situation, as fruit shops play a crucial role in meeting the nutritional needs of local residents. Furthermore, technological advances and the use of social media have also influenced the marketing activities of retail businesses, including fruit shops. Many businesses have begun utilizing digital media as a means of promotion and communication with consumers, such as conveying product information, prices, and special offers. These modifications demonstrate that business actors must understand the elements that influence consumer purchasing choices in order to adapt to market changes (Kurniawan & Ahmadi, 2024).

One fruit retail business that has thrived amidst this competition is Fresh Fruit Shop, located in Sirandorung, Rantauprapat. The store opened in 2022 and offers a variety of fruits to meet the needs of the local community. As a growing company, Fresh Fruit Shop must understand customer behavior, particularly the factors that influence purchasing choices, to increase its competitiveness in the market.

The completeness of a product plays an important role in attracting consumer attention. According to Intansari & Suardhika (2025) Product completeness reflects the diversity of choices offered by the company, in terms of type, size, and product variations that can meet consumer needs. A complete product range makes it easier for consumers to meet their needs, thus encouraging purchasing decisions.

Besides overall product quality, cost is an important factor in influencing consumers when making purchasing decisions. According to Ikhwan & Aprianti (2023) Cost refers to the amount of money a buyer needs to spend to benefit from a product. Determining a price commensurate with the product's quality creates a positive impression among customers and increases their likelihood of purchasing the product.

Promotion also plays an important role in influencing purchasing decisions. According to Syarifudin & Rahayu (2025) Promotion refers to marketing communication efforts that focus on conveying messages, influencing, and reminding buyers about available products. Successful promotions have the potential to increase consumer engagement and strengthen their purchase decisions.

Choices made regarding purchasing are actions taken by a person involved in the decision to purchase goods provided by the vendor (Wulandari & Mulyanto, 2024: 9).

Based on this explanation, it is very important to conduct this research to assess how factors such as product completeness, price, and promotional activities influence consumer purchasing choices at the Fresh Fruit Shop located in Sirandorung, Rantauprapat. This research is expected to provide practical benefits for business managers in formulating appropriate marketing strategies, as well as academic benefits as a reference for future researchers who are similar in consumer behavior in the fresh fruit retail business.

A large body of research has examined how product availability, price, and marketing influence consumer purchasing choices. However, no research has addressed this topic, specifically examining these three factors at the Sirandorung Fresh Fruit Shop in Rantauprapat. Therefore, this study was conducted to explore this gap in the existing literature.

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METHODOLOGY

Types and Approaches of Research

This study uses a quantitative descriptive approach, using a research method based on a positive paradigm to examine a population or sample. Data is collected using a structured research methodology, followed by quantitative analysis to test the established hypotheses. In practice, random sampling techniques are often used to obtain representative and objective results.Rizal et al., 2024).

Location and Time of Research

The research location was the Fresh Fruit Shop on Jalan Sirandorung, Rantauprapat, Rantau Utara District, Labuhanbatu Regency, North Sumatra Province. The research was conducted from December 2025 to February 2026.

Population and Sample

The population of this study consisted of 1,800 consumers who purchased from the Sirandorung Rantauprapat Fresh Fruit Shop during the three months of the study. A population is a group or collection of individuals, objects, or entities that make up the research material (Wahyudi et al., 2023: 161)The sample size was calculated using the Slovin formula, with a 10% margin of error to ensure a representative sample size. The calculation formula is as follows:

$$n=\frac{N}{1+N\,(e)^2}$$

Information:
n= number of samples
N= population size
e= error rate (10% or 0.1)
Calculation:

$$n=\frac{N}{1+N\,(e^2)}$$

$$n=\frac{1.800}{1+\,1.800\,(0,1)^2}$$

$$= 94.73$$

$$\approx 95$$

Based on the calculation results, the sample size obtained was 95 respondents. The sample is an object from the population selected because it has relevant characteristics and can represent the entire population (Imansari & Kholifah, 2023: 84)The study used the Simple Random Sampling (SRAM) technique, a method of selecting a sample randomly, using an equal opportunity for all members of the population to choose as respondents. This approach is used to reduce bias and increase the sample's representation of the population (Machali, 2021: 69).

Data Types and Sources

The data sources used for this research consist of primary and secondary data. Primary data is obtained through collecting direct explanations from individuals who are the research subjects or from primary sources, including questionnaires or interviews, which are usually conducted by the researcher (Soesana, 2023: 36)This

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study uses primary data obtained from questionnaires distributed to consumers at the Sirandorung Rantauprapat Fresh Fruit Shop who have made purchases.

Secondary data sources are those that do not provide the data directly to the researcher, but rather through intermediaries such as documents or other parties. The supporting data for this research was obtained from the Sirandorung Rantauprapat Fresh Fruit Shop.

Research Instruments

This study used a questionnaire on a Likert scale from 1 to 5, ranging from "Strongly Disagree" to "Strongly Agree." The questionnaire was designed based on four research variables: Product Completeness (X1), Price (X2), Promotion (X3), and Purchase Decision (Y). Measurement of each variable was carried out using predetermined indicators in accordance with theoretical studies.

Data collection technique

As part of the research process, respondents are asked to complete a questionnaire to obtain the necessary data. Data collection techniques are defined as the methods or strategies used by researchers to gather information to answer the research problem formulation.Abubakar, 2021: 67)Customers who had made a purchase at the Sirandorung Rantauprapat Fresh Fruit Shop were given access to the research questionnaire via a Google form, which was provided via a barcode and a Google form link.

Data Analysis Techniques

Data organization and analysis were conducted using SPSS. The use of statistical software is essential to ensure that the analysis results are accurate and scientifically reliable.(Rosidin et al., 2024). Through several stages as follows:

1. **Research instrument testing**
   - **Validity and Reliability Test**

     In the researchWidodo, S. et al. (2023: 53),Validity is a measure of how accurately an instrument measures the variable being studied, while reliability refers to the consistency of measurement results. An instrument is said to have high reliability if it produces consistent data upon repeated measurements.(Widodo, S. et al., 2023: 60).
2. **Classical Assumption Test**

In the researchIba & Wardhana (2024: 40),Classical assumption testing is a step in quantitative data analysis that helps ensure that a regression model adheres to basic statistical principles. This ensures that the estimates obtained are valid and reliable. The assumptions tested include:

- **Normality Test**

  A normality test is needed to ensure that the data in a study follows a normal distribution pattern. In general, if the sample size exceeds 30 respondents (n > 30), then, based on an empirical approach, the data can be assumed to be normally distributed and classified as a large sample (Nurhaswinda et al., 2025).
- **Heteroscedasticity Test**

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The heteroscedasticity test is performed to determine whether the variance of the error term in the regression model is constant or different for each observation. The heteroscedasticity test uses SPSS with the Glejser test. The heteroscedasticity test has the following explanation: if the p-value for all independent variables is greater than 0.05, it means there is no heteroscedasticity. If the significance value (p-value) for all independent variables is less than 0.05, it means that heteroscedasticity is present in the regression model (Khoirun & Adnjani, 2025).

- **Multicollinearity Test**

  Multicollinearity is a condition in which the independent variables in a regression model can have a very close or near-perfect relationship with each other. A proper regression generally does not have a high correlation between the independent variables. Multicollinearity can be detected by testing the tolerance and VIF values (Wijaya et al., 2024).

3. Multiple linear regression analysis

According toZahriyah (2021: 62),Multicollinearity occurs when the independent variables in a regression model are strongly or nearly perfectly correlated with each other. A good regression model is characterized by the absence of a high correlation between the independent variables. Multicollinearity can be detected by testing the tolerance and variance inflation factor (VIF) values.

$$Y= \alpha + \beta1X1 + \beta2X2 + \beta3X3 + e$$

Information:
Y = Purchase Decision
X1 = Product Completeness
X2 = Price
X3 = Promotion
α = Constant
β1, β2, β3 = Regression coefficient of each independent variable
e = Error term (error)

4. Hypothesis Testing

According toSahir (2021: 52),The hypotheses proposed in research, both the null hypothesis (H_0) and the first hypothesis (H_1), need to be tested. This is because a hypothesis is an assumption whose truth must be proven through testing in data analysis. The following hypotheses are typically evaluated in part or individually, either simultaneously or as a whole:

- **Partial t-test**

  The t-test is used to prove the significance of the influence of an independent variable on a dependent variable partially. If the calculated t-value exceeds the t-table and the significance level is below 0.05, then the independent variable is said to have a partial influence on the dependent variable (Damopolii et al., 2025).

- **F test (simultaneous)**

  The F-test is used to determine how simultaneously the independent variables influence the dependent variable. The F-test is used to determine

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how all independent variables collectively influence the dependent variable. The significance level is set at 0.5 or 5%. If the F-value is less than 0.05, it means the independent variables collectively influence the dependent variable, or vice versa.(Azhari et al., 2023).

5. Coefficient of determination (R^2)

The coefficient of determination, or R-squared, used as a reference for independent variables, can be used to assess the dependent variable. If the R-squared value approaches zero, it indicates that the independent variable has little influence on the dependent variable. If the R^2 value approaches 1, or 100%, it indicates that the independent variable is better at explaining the dependent variable.Sahir, 2021: 54).

RESULT AND DISCUSSION

Respondent Characteristics

Regarding gender characteristics, of the 95 respondents studied, the majority were female, amounting to 78 people (82.1%), while there were 17 male respondents (17.9%). In terms of age, the majority of respondents were in the 15–25 year range, amounting to 83 people (87.4%). There were 10 respondents aged 26–35 years (10.5%), while the 36–40 year age group was the smallest, namely 2 people (2.1%). This finding indicates that the study was dominated by respondents from the younger age group.

Validity Test

Table 1. Validity Test Results Table

Variables	Indicator	r Count	r Table	Significant	α	Information
	X1.1	0.672	0.1680	0,000	5%	Valid
Completeness	X1.2	0.728	0.1680	0,000	5%	Valid
Product	X1.3	0.765	0.1680	0,000	5%	Valid
(X1)	X1.4	0.734	0.1680	0,000	5%	Valid
	X1.5	0.741	0.1680	0,000	5%	Valid
	X1.6	0.578	0.1680	0,000	5%	Valid
	X2.1	0.639	0.1680	0,000	5%	Valid
	X2.2	0.685	0.1680	0,000	5%	Valid
	X2.3	0.684	0.1680	0,000	5%	Valid
Price	X2.4	0.685	0.1680	0,000	5%	Valid
(x2)	X2.5	0.684	0.1680	0,000	5%	Valid
	X2.6	0.679	0.1680	0,000	5%	Valid
	X2.7	0.744	0.1680	0,000	5%	Valid
	X2.8	0.796	0.1680	0,000	5%	Valid
	X3.1	0.758	0.1680	0,000	5%	Valid
	X3.2	0.808	0.1680	0,000	5%	Valid
Promotion	X3.3	0.748	0.1680	0,000	5%	Valid
(X3)	X3.4	0.801	0.1680	0,000	5%	Valid
	X3.5	0.778	0.1680	0,000	5%	Valid
	X3.6	0.621	0.1680	0,000	5%	Valid

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	X3.7	0.795	0.1680	0,000	5%	Valid
	X3.8	0.765	0.1680	0,000	5%	Valid
	Y.1	0.675	0.1680	0,000	5%	Valid
	Y.2	0.726	0.1680	0,000	5%	Valid
	Y.3	0.796	0.1680	0,000	5%	Valid
Purchase Decision (Y)	Y.4	0.747	0.1680	0,000	5%	Valid
	Y.5	0.798	0.1680	0,000	5%	Valid
	Y.6	0.687	0.1680	0,000	5%	Valid
	Y.7	0.744	0.1680	0,000	5%	Valid
	Y.8	0.757	0.1680	0,000	5%	Valid

The results of the validity test show that each indicator in this study has a higher correlation coefficient value with an r table value of (0.1680) in a sample of 95 respondents. As a result, all parameters applied in this study meet the validity criteria.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach's	Standard	Information
Product Completeness (X1)	0.797	0.60	Reliable
Price (X2)	0.848	0.60	Reliable
Promotion (X3)	0.893	0.60	Reliable
Purchase Decision (Y)	0.883	0.60	Reliable

Reliability testing using a Cronbach's Alpha approach with a standard of ≥ 0.60 indicates that all variables in the study are reliable. An alpha value greater than 0.60 indicates that the instrument in a study is consistent and reliable as a measurement tool.

Classical Assumption Test

Classical assumption tests were used to evaluate the error of the parameter values generated in the model implemented in this study. The classical assumption tests applied in this study concerned the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Normality Test

Table 3. Normality Test Results Table

N		Unstandardized Residual 95
Normal Parameters(a,b)	Mean	,0000000
	Standard Deviation	1.65473849
Most Extreme Differences	Absolute	,121
	Positive	,121
	Negative	-,089
Kolmogorov-Smirnov Z		1,183
Asymp. Sig. (2-tailed)		,122

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The table showing the results of the normality test shows that the Kolmogorov-Smirnov significance value of 0.122 is higher than 0.05. Therefore, the data used in this study's regression model follows a normal distribution.

Multicollinearity Test

Table 4. Multicollinearity Test Results Table

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,384	2,604
	X2	,250	3,992
	X3	,243	4,121

Based on the table, the results of the multicollinearity test show the following values:

a) The Product Completeness Coefficient (X1) has a tolerance result of 0.384 greater than 0.10 and a VIF value of 2.604 less than 10. This indicates that it is purely independent and there is no multicollinearity. It is explained that the regression model is suitable for use in conducting testing.
b) The Price Coefficient (X2) has a tolerance result of 0.250, higher than 0.10, and a VIF value of 3.992, slightly less than 10. This shows that it is proven to stand alone and does not have multicollinearity. Therefore, the regression model is good for use in conducting testing.
c) The Promotion Coefficient (X3) has a tolerance result of 0.243 which is more than 0.10 and a VIF value of 4.121 which is less than 10. So it is proven to stand alone and does not have Multicollinearity. So the regression model can be tested.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3,141	1,303		2,411	,018
	X1	,032	,070	,075	,452	,652
	X2	-,142	,072	-,402	-1,966	,052
	X3	,062	,066	,194	,936	,352

Based on heteroscedasticity analysis, all independent variables show a probability value (Sig.) > 0.05. This can be explained as having a heteroscedasticity problem in the regression model section of this study.

Multiple Linear Regression Equation

Table 7. Multiple Linear Regression Equation Results

Model		Unstandardized Coefficients
		B
1	(Constant)	3,722

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X1	,310
X2	,369
X3	,300

$$Y = 3.722 + 0.310\ X1 + 0.369\ X2 + 0.300\ X3$$

Based on the Multiple Linear Regression Test Table, all independent variables (Product Completeness, Price, and Promotion) have a positive effect on the dependent variable.

a. If the product completeness variable increases by 1 point, the Purchase Decision increases by 0.310.
b. If the Price variable increases by 1 point, the Purchase Decision increases by 0.369.
c. If the Promotion variable increases by 1 point, the Purchase Decision increases by 0.300.

Results of the Coefficient of Determination (R2) Test

Table 8. Results of the Coefficient of Determination (R2) Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,864(a)	,746	,737	1.68179

The R^2 value obtained was 0.746, indicating that the regression model contributed 74.6% to the Purchase Decision variable through the factors of Product Completeness, Price, and Promotion. The remaining 25.4% can be explained by other variables not analyzed in this study.

t-Test (Parsial)

Table 9. t-Test Results Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,722	1,962		1,896	,061
	X1	,310	,106	,249	2,923	,004
	X2	,369	,109	,359	3,398	,001
	X3	,300	,100	,321	2,992	,004

Based on the information presented in the t-test table, it can be understood that this test can evaluate how the independent variable (X) affects the dependent variable (Y) separately. The assessment is carried out by looking at the calculated t value with the t table as the basis for a decision. If a calculated t value exceeds the t table, then the independent variable mentioned has an influence on the dependent variable. However, if the calculated t value is lower than the t table, then it can be explained that the independent variable does not have an influence on the dependent variable.

a) Product Completeness Variable (X1)
The t-test on the Product Completeness variable (X1) produced a calculated t-value of 2.923 with a significance of 0.000. At a 95% confidence level ($\alpha = 0.05$), the t-table value was recorded at 1.985. Because the

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calculated t-value exceeds the t-table (2.923 > 1.985), the first hypothesis (H1) is declared accepted, so that Product Completeness is proven to have a significant effect on the Purchasing Decision section.

b) Price Variable (X2)
The results of the t analysis for the Price variable (X2) show that the calculated t value is 3.98 with a significance level of 0.000. At a significance level of 5%, the t table value obtained is 1.985. At the calculated t value more than the t table (3.98 > 1.985), then the second hypothesis (H2) is considered accepted, which sees that the Price variable can have a significant impact on a Purchasing Decision.

c) Promotion Variable (X3)
The results of the analysis of the Promotion section variable (X3) show a calculated t value of 2.992 at a significance level of 0.000. This value is more than the t table value of 1.985 at the α = 0.05 level, so the third hypothesis (H3) is declared accepted. Thus, Promotion appears to have a significant impact on a Purchasing Decision.

F Test Results

Table 10. ANOVA Results Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	755,245	3	251,748	89,006	,000(a)
	Residual	257,387	91	2,828		
	Total	1012,632	94			

In the F-test analysis contained in the ANOVA table, the calculated F-value is 89.006 using a significance level of 0.000. On the other hand, at a significance level of 5%, the table recorded 2.704. Because the calculated F-value is much higher than the F-value in the table, it can be concluded that the variables Product Completeness, Price, and Promotion collectively confirm a truly significant impact on a Purchase Decision. Therefore, the applied regression model is described as suitable for explaining and predicting the dependent variable.

Discussion

The research results show that respondents' responses to the variables studied are in the positive category, as reflected in the high level of agreement with the statements. Furthermore, the regression analysis indicates that Product Completeness, Price, and Promotion significantly influence the Purchasing Decision at the Sirandorung Rantauprapat Fresh Fruit Shop. A detailed explanation of each variable is presented below:

The Influence of Product Completeness on Purchasing Decisions (X1)

The results of the first hypothesis test (H1) show that the Product Completeness variable influences Purchasing Decisions at the Sirandorung Rantauprapat Fresh Fruit Shop. This is confirmed by the calculated t value which reaches 2.923 and a significance level of 0.000. At a significance level of 0.05, the t table value obtained is 1.985. Considering that the calculated t (2.923) is higher than the t table (1.985), the first hypothesis (H1) can be proven.

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Influence of Price on Purchasing Decisions (X2)

Testing the results of the second hypothesis (H2) observed a calculated t-value of 3.398 using a significance level of 0.000. This figure is higher than the t-table of 1.985 at a significance level of 5%. Therefore, it can be concluded that the price variable has a significant influence on purchasing decisions. Therefore, the second hypothesis (H2) is considered accepted.

Effect of Promotion on Purchasing Decisions (X3)

The results of the third hypothesis (H3) test show that the Promotion variable has a significant impact on the Purchasing Decision at the Sirandorung Rantauprapat Fresh Fruit Shop. This evidence lies in the calculated t value which reaches 2.992 with a significance level of 0.000. When compared through the t table value of 1.985 at a significance level of 5%, it appears that the calculated t is at a higher value. Therefore, the third hypothesis (H3) can be considered as accepted.

CONCLUSION

The results found in the study show that the factors of Product Provision, Cost, and Marketing simultaneously have a very positive and significant impact on Purchasing Choices at the Sirandorung Rantauprapat Fresh Fruit Shop. Individually, Product Provision gets a calculated t value of 2.923 higher than the t table of 1.985, at a significance level of 0.000. The Price variable records a calculated t of 3.398 > 1.985 at a significance level of 0.000, while Promotion shows a calculated t of 2.992 > 1.985 with a significance level of 0.000.

These results clearly demonstrate that a consumer's decision to make a purchase is heavily influenced by their assessment of the completeness of the available goods, the appropriateness of the offered price, and the attractiveness of the promotion. This means that the better these three aspects are managed, the greater the opportunity for customers to make a transaction. Therefore, integrating them is a crucial element in developing a sound and competitive marketing strategy. The research findings show that the factors of Product Availability, Cost, and Marketing simultaneously have a very positive and significant impact on Purchasing Choices at the Sirandorung Fresh Fruit Shop.

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