

Determinants Of Consumers' Purchase Decisions For Modern Retail In Medan City

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ABSTRACT

The increase in retail business in a company is caused by many factors. Therefore, it is necessary to test variables that are considered appropriate to support the progress of retail business. Like this study will test whether production quality, service quality, and emotional affect purchases and loyalty by consumers in retail companies in Medan city. In this study, quantitative methods were used to collect data. The results of the study indicate that product quality has an influence on consumer purchases and loyalty; service quality also has a significant and positive influence on consumer purchases and loyalty; and emotional variables also have a significant influence on consumer purchases and loyalty, making them continue to buy the same product.

Keywords: Determinants, Decisions, Purchases, Retail, Medan

INTRODUCTION

Although the growth of modern retail contributes to the economic sustainability of traditional retail companies, modern retail also (Yulita et al., 2019; Utomo, 2011; Muqit, 2020). Consumers used to prefer shopping at traditional retail because of the price, but with economic progress in each region, the convenience of shopping has become an attraction in itself, and this is one of the reasons why people prefer shopping at modern retail than traditional retail (Felycia & Genoveva, 2021). As reported by the Federation of Indonesian Market Traders Organizations (FOPPI) throughout Indonesia, the number of traditional retailers has decreased by 8 percent per year. According to FOPPI, this is due to many uncertainties in the retail industry, one of which is related to the distance between modern and traditional retail locations (Kuraesin & Prasetyowati, 2018; Child et al., 2015; Nsimbi et al., 2015). However, the increasing expansion of modern retail has led to high competition between modern and traditional retail. As a result, this sector benefits from increasing turnover every year and will continue to do so (Colombo & Hou, 2021).

Consumer decisions about a product or service are a process of evaluating and accepting brand information, considering how other brands can meet consumer needs, and ultimately deciding which brand to buy (Kotler 2003). When customers feel interested, want to use, and own the goods they see, the desire to buy will arise. Consumers must go through several steps before deciding to buy a good or service.

Consumers who are loyal to a product will definitely recommend the product to others and will also reject offers of other products (Griffin, 2005; Felycia & Genoveva, 2021). According to Griffin (2005), consumer loyalty is defined as a loyal or faithful consumer if the consumer makes purchases regularly or in situations where they are required to buy the most (Griffin, 2005; Felycia & Genoveva, 2021). The main goal is to gain consumer loyalty because it is very profitable for the company. Marketers usually want the customers they

create to last forever. According to Widyawati (2017), consumers who are very loyal to a brand can be seen from the consistent use of certain products even though there are competing services available at lower prices.

Consumers have more trust in higher-quality products. Kotler and Keller (2009) argue that better product quality will ensure that customer satisfaction levels remain high, which means that customers will buy other products more often. Because the product has a high level of trust, consumers are likely to decide to buy the product because it will make them satisfied. Consumer behavior is further influenced by their satisfaction or dissatisfaction with the product. If customers are satisfied with the performance of the product they buy, they are more likely to buy other products or services (Kotler, 2003). Nofrizal et al. (2023) investigated start-up companies in Indonesia during the COVID-19 pandemic and found that the quality of products made by the company increased consumer loyalty. High-quality products will increase customer expectations, who will not only become loyal customers and will buy the product again (Rohmah et al., 2023; Mukti & Aprianti, 2021)

Good service quality usually results in customer loyalty because it increases customer trust and satisfaction with the company and encourages them to make better decisions when purchasing something. Customers may be more willing and willing to do things that benefit the strategic health of the company, resulting in the formation of customer loyalty. Sun & Pan (2023) found that customer loyalty is influenced by service quality. Good service will encourage customers to buy something (Octaviani, 2013; Soenawan et al. (2015).

In addition to product and service quality, emotional factors also influence purchasing decisions and customer loyalty. Consumer behavior and decision-making are highly influenced by emotions. Pleasant emotional experiences can significantly influence customer purchase intentions (Gogoi, 2017; Ingham et al., 2015) and are based on customer loyalty. Customer loyalty is indicated by repeat purchases. Companies can benefit from having loyal customers. These benefits include lower costs for marketing and attracting new customers, lower costs for transactions, lower costs for customer turnover due to less customer turnover, more cross-selling, which will increase the company's market share, and more positive feedback (Setiadi et al., 2015).

The success phase of business actors in cultivating positive emotions is the best observation of overall client satisfaction in their relationship with business actors (Fakhrudin & Roellyanti, 2022). Consumers' feelings and emotions greatly influence their decision to continue doing business with the company in the future. The client-company relationship becomes better when they are closer emotionally (Ronasih & Widhiastuti (2021). Many parties often miss the important aspect of the emotional relationship between service providers and service users. Developing positive feelings and emotions is essential to building relationships. Customers have no clear reason to be satisfied and loyal, and they are willing to make repeat purchases because of the absence of emotions (Achsan et al., 2014).

Based on the problem, the importance of companies to understand the aspects that influence consumer purchasing decisions is the main basis for this research because the increasing number of modern retail industries built in the city of Medan is also an important point where management needs to understand the characteristics of each consumer. Therefore, researchers are interested in conducting a study related to the Determinants of Retail Consumer Purchasing Decisions in the City of Medan.

LITERATURE REVIEW

Purchase Decision

According to Kotler (2003), a purchase decision is the result of decisions made about the product, brand, channel, time, and quantity to be purchased. According to Schiffman and Kanuk (2007), a purchase decision is choosing from two or more purchase decision options; in other words, a person must have many choices before being able to make a decision. According to Wijayanti (2008), consumers make decisions about product or service brands through the process of assessing and receiving brand information, considering how other brands can meet their needs, and finally choosing the brand they choose. When customers feel interested, want to use, and have the goods they see, the desire to buy will arise. Consumers must go through several steps before deciding to buy a good or service.

Consumer Loyalty

According to Oliver (2014), consumer loyalty is defined as a commitment held tightly by customers to buy or prioritize a product, either goods or services, regularly. This causes customers to continue to buy products from the same brand, even though they are influenced by the influence of situations or promotions from other brands. According to Griffin (2005), on the other hand, consumer loyalty is defined as consumers who are loyal or faithful if they often buy something or have to buy something at least twice within a certain period of time. Tjiptono (2011) provides an additional definition for consumer loyalty, which means that customers only buy the same brand of products repeatedly. Consumer loyalty is a strong commitment to purchasing, according to Kotler and Keller (2009).

Product Quality

Kotler and Armstrong (2008) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy expectations or needs. Kotler and Keller (2009) define product quality as the ability of a product to perform its functions, which includes overall durability, reliability, accuracy, ease of operation, and ease of repair.

Service Quality

Service quality, according to Tjiptono (2015), is defined as activities, benefits, or satisfaction offered for sale by comparing customer perceptions of the service they receive and the service they expect with the service qualities of a company. Better service will affect the level of customer satisfaction, so that the business is considered to be of higher quality. Conversely, poor and unsatisfactory service will make the business be considered lower. According to Wijaya (2011), customers or consumers determine the quality of service. In other words, service quality is based on customer experience with products or services measured based on these requirements. Service criteria focus on meeting customer needs and desires and fast delivery to meet customer expectations. There are two main aspects that affect service quality, namely expected service and perceived service. If the service received or the service felt is in accordance with what is expected by the consumer, then the service quality is perceived (Tjiptono, 2015). Service quality depends on how well the provider can meet the expectations of its customers. If the service received is better than expected by the customer, it is considered good or satisfactory, but if it is less, it is considered bad.

Emotional

Emotional psychologists believe that all people have emotions naturally. These emotional states can be anger, dissatisfaction, irritation, pleasure, or neutrality of joy (Lovelock & Wright 2007). Emotion is a mental state characterized by physical changes, according to Robins & Judge (2019). Each person's emotions reflect their mental state, which is seen in changes in the body. Emotional closeness, according to Achsan et al. (2014) and Hidayat

(2016), is defined as a sense of mutual attribution between service providers or producers and service users or consumers. As stated by Barnes (2013), the emotional approach given must be applied to a company. Emotion is a feeling that arises within a person and is a response to external stimuli that encourage them to act. In economics, emotional factors are a person's motivation to buy a product because of subjective considerations.

RESEARCH METHOD

Quantitative research is also conducted. Quantitative research is usually considered as an alternative to test research hypotheses. Quantitative research is based on research findings on the possibility of failure of the null hypothesis. By using five independent variables: "product quality (X1), service quality (X2), emotional (X3), and one intervening variable: "consumer loyalty", this study will test the determinants of purchasing decisions of modern retail consumers in Medan City. Primary and Secondary Data are the types and sources of data used in this study. In addition, this study will be conducted through a cross-sectional survey design. Modern store consumers in Medan City who have shopped in the last three months are the subjects of the study. This study uses descriptive analysis, and hypothesis testing analysis using SEM-PLS.

Research Schedule Design

This research was conducted in Medan City, and the main subjects were modern retail customers. Thus, the number of samples used was between 240 and 480 respondents. Each indicator of each dimension and variable will be measured using an interval scale. The interval scale value is arranged from 1 to 5, indicating strongly disagree, disagree, neutral, agree, and strongly agree. The questionnaire uses an interval measurement scale and Likert Scale Summated Rating.

RESULT AND DISCUSSION

The Effect of Product Quality on Consumer Loyalty

Products can build customer loyalty and satisfy them initially (Eduardo et al., 2008). Customer loyalty is shown by behavior that aims to support a product, namely by sharing their experiences with others with positive words (Yuen & Chan, 2010). High loyalty is seen when a company's customers recommend someone to buy a product (Yuen & Chan, 2010). Kotler and Keller (2009) argue that better product quality will ensure that customer satisfaction levels remain high, which means that customers will buy other products more often. Therefore, customer loyalty emerges gradually. Studies show that improving product quality can benefit businesses because it can increase customer loyalty. Nofrizal et al. (2023) investigated start-up companies in Indonesia during the COVID-19 pandemic and found that the quality of products made by the company increased consumer loyalty. High-quality products will increase customer expectations, who will not only become loyal customers and will return to buy the product (Rohmah et al., 2023).

Most research on customer satisfaction and loyalty focuses on brands rather than products; this is due to the fact that marketers do not use products as the first item to generate customer satisfaction or loyalty (Eduardo et al., 2008).

The Effect of Service Quality on Consumer Loyalty

Good service usually results in customer loyalty because it increases customer trust and satisfaction with the company. Customers may be more willing and willing to do things that benefit the strategic health of the company, resulting in the formation of customer loyalty. Companies believe that positive perceptions of quality service increase the likelihood that

customers will be loyal and support the company. A study examining five service industries found that there is a positive correlation between service quality and perceived loyalty (Yuen & Chan, 2010).

A firm commitment to repurchase a favorite product or service in the future, despite situational influences and marketing efforts that might cause switching behavior, is a definition often used in the literature on loyalty (Richard, 1997). In terms of measuring loyalty, there are two perspectives: the behavioral perspective and the attitudinal perspective. The behavioral perspective emphasizes customers' actual behavior, such as the frequency and persistence of their purchases (Bolton et al., 2000). On the other hand, the attitudinal perspective focuses on customers' intentions, such as their willingness to patronize a service or recommend it to others (Zeithaml et al., 2013). Therefore, in comparison, people's attitudes are often considered more useful in gaining a better understanding of loyalty formation.

Service quality has been shown to increase customer loyalty. Sun & Pan (2023) found that customer loyalty is influenced by service quality. Recently, studies have shown this relationship empirically, such as increasing customer recommendations and revisiting intentions by increasing service quality (Shahid et al., 2018). Therefore, high perceptions of service quality by customers may drive better behavioral intentions.

Emotional Influence on Consumer Loyalty

Customer loyalty and satisfaction are greatly influenced by emotions. Maintaining customer satisfaction is the basis of loyalty; it is an emotional and attitudinal relationship, not just behavior. Customer loyalty itself is more related to behavior than attitude, but customer loyalty shows conditions over a certain period of time and shows that the purchase action is carried out no less than twice. Customer loyalty is shown by repeat purchases. Companies that have loyal customers can gain many benefits, including reduced marketing costs, transactions, and consumer turnover due to less customer turnover, and increased word of mouth (Setiadi et al., 2015).

The success phase of business actors in cultivating positive emotions is the best observation of overall client satisfaction in their relationship with business actors, according to Fakhruddin & Roellyanti (2022). Consumers' feelings and emotions greatly influence their decision to continue doing business with the company in the future. The client-company relationship becomes better when they are closer emotionally, according to Ronasih & Widhiastuti (2021), and one of the results is building client loyalty. Many parties often miss the important aspect of the emotional relationship between service providers and service users. Developing positive feelings and emotions is essential to building relationships. Customers have no real reason to be satisfied and loyal, because repeat purchases become mechanical due to the absence of emotion (Achsani et al., 2014).

The Influence of Product Quality on Purchasing Decisions

Higher product quality leads to more consumer trust in the product. If consumers believe in the quality of the product, they are more likely to choose and purchase the product. This is because high product quality will provide satisfaction to customers. Consumer behavior is further influenced by their satisfaction or dissatisfaction with the product. If buyers are satisfied with the performance of the product they buy, they are more likely to buy the product or service again (Kotler 2003). Soedjono et al. (2019) conducted additional research on how product design, product quality, promotion, and after-sales service affect consumer decisions to purchase products. The results of the study showed that product quality is a factor that influences customer decisions to purchase Samsung products.

Another study conducted by Kongprapunt and Papat (2018) found that brand image and product quality really influence consumer decisions to purchase products at XYZ online stores in Thailand. Another study conducted by Soh et al. (2017); Kitburin and Methavasarakh (2019) also found that product quality really influences consumer decisions to purchase products. To win in marketing competition, every company must be able to satisfy its customers. One of the factors that buyers consider when purchasing goods is product quality. If the benefits of the product can meet customer needs, they will decide to buy it. A product that has good quality is a product that can do what it is intended to do, meets its specifications, is free from defects, and meets standards. After consumer needs can be met according to the function and specifications of the product, consumers will feel the benefits and will continue to use the product. So product quality is thought to have a real effect on purchasing decisions.

The Influence of Service Quality on Purchasing Decisions

Good employee service, such as a friendly attitude towards customers and fast service, will make customers feel comfortable when buying something, which causes them to make better choices (Mukti & Aprianti, 2021). If good service is provided, customers will remain satisfied with the product and will return to buy. Octaviani (2013) stated that good service quality will increase marketing because customers will be motivated to tell others about the service or business.

The level of expected excellence and control over that level of excellence to meet customer desires is known as service quality. Service quality is perceived as good and satisfactory if it meets and exceeds expectations. If it is lower than expected, then the quality is poor (Tjiptono, 2011). The existence of good service will encourage customers to buy something. This is shown by the results of research by Kodu (2013) and Soenawan et al. (2015). Good service can also make customers create strong bonds with the company.

Emotional Influence on Purchasing Decisions

Motivation influenced by feelings is called emotional motives. Consumers seem to be in a hurry to buy the product without considering the end result (Setiadi, 2003). Emotional motives occur because consumers choose based on subjective or personal criteria, such as self-esteem, status, or fear. Emotional motives are based on prestige, recognition/popularity, one's feelings, and emotions such as appearance, adventure, romance, fear, and instinct. Emotionally motivated purchases occur when choosing goods or services for subjective and personal reasons such as pride, fear, feelings, or status.

Consumer behavior and decision-making are heavily influenced by emotions. People buy things based on their emotions, but logic helps them rationalize their decisions. Consumers are largely influenced by their emotions while making decisions to purchase various goods and services. When emotions are actively involved in purchasing decisions, customers usually feel happy, content, and satisfied. Pleasant emotional experiences can significantly influence consumers' desire to purchase something (Gogoi, 2017; Ingham et al., 2015). In their study, Patnaik et al. (2023) found that emotions play a major role in consumers' decision to purchase something.

The Influence of Consumer Loyalty on Purchasing Decisions

Consumer loyalty is a consumer's commitment to a brand, store, or supplier based on a very positive attitude demonstrated by consistent repeat purchases and a combination of the customer's likelihood to repurchase goods and services from the same supplier elsewhere in the future. Consumers who are loyal to a product will definitely recommend others to buy the product and will also reject offers of other products (Griffin, 2005). The main goal is to

gain consumer loyalty because it is very profitable for the company. Marketers usually want the customers they create to last forever. According to Widyawati (2017), customers who are very loyal to a brand can be seen from the continuous use of a particular product even though there are competing services with better prices, convenience, and forms. Research conducted by Thessa (2023) found that consumer loyalty has a positive impact on consumer decisions to buy certain goods or services.

The Influence of Product Quality on Purchasing Decisions through Consumer Loyalty

Customer loyalty functions as a moderator variable. This means that the level of customer loyalty can affect the extent to which product quality influences purchasing decisions (Walsh et al., 2008). Highly loyal customers tend to stick with a particular brand of product, even though the product quality may not always fully meet customer expectations (Yoon et al., 2013). Consumer loyalty to Cardinal fashion products is significantly and beneficially influenced by product quality (Apriyanti et al., 2022).

The Influence of Service Quality on Purchasing Decisions through Consumer Loyalty

Good service usually results in customer loyalty because it increases customer trust and satisfaction with the company. In addition, if there is good service, customers will be happy to linger enjoying the goods sold, so they will buy the goods again. Octaviani (2013) stated that good service quality will increase marketing because customers will be motivated to tell others about the service or business. Consumers who are loyal to a product will definitely recommend others to buy the product, and they will also definitely reject offers of other products (Griffin, 2005). This increases the company's confidence that positive perceptions of quality service increase the likelihood that customers will be more loyal and prefer to buy products from the company.

Emotional Influence on Purchasing Decisions through Consumer Loyalty

Consumer behavior and decision-making are highly influenced by emotions. Pleasant emotional experiences can significantly influence customers' purchase intentions (Gogoi, 2017; Ingham et al., 2015) and are based on customer loyalty. Customer loyalty is demonstrated by repeat purchases. Companies can benefit from having loyal customers. These benefits include lower costs for marketing, transactions, and customer turnover due to fewer customer changes. They can also reduce costs for cross-selling, which will increase the company's market share, and encourage more word of mouth because loyal customers will remain loyal (Setiadi et al., 2015).

Many parties often miss the important aspect of the emotional relationship between service providers and service users. Developing positive feelings and emotions is essential to building relationships. Customers do not have a clear reason to be satisfied and loyal, and they are more ready to make repeat purchases because of emotional situations (Achsan et al., 2014).

CONCLUSION

According to the results of the study, it can be concluded that product quality has an influence on consumer purchases and loyalty. Likewise, service quality has a positive and significant influence on consumer purchases and loyalty. Furthermore, emotional variables also have a significant influence on consumer purchases and loyalty to buy again at the same place repeatedly. Therefore, product quality, service quality, and emotional well-being are very important to consider in a modern retail business in Medan.

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