



ANALYSIS OF CONSUMER PERCEPTION AND CONSUMER INTEREST TOWARD  
PURCHASE DECISION AT SWALAYAN 88 MEDAN

Oleh

Erina Alimin<sup>1</sup>, Eddy<sup>2</sup>, Sri Aprianti Tarigan<sup>3</sup>, Susanto<sup>4</sup>, Bestadrian Prawiro Theng<sup>5</sup>

<sup>1,2</sup>Universitas Pelita Harapan, Universitas Pelita Harapan

<sup>3,4,5</sup>Institut Bisnis Informasi Teknologi dan Bisnis

Email: <sup>1</sup>[erinaalimin@gmail.com](mailto:erinaalimin@gmail.com)

**Abstract**

The purpose of this study was to determine the effect of consumer perceptions and consumer interest on purchasing decisions at Brastagi Supermarket Manhattan Times Square Medan. This research is a type of quantitative research. The population in this study are all consumers who make purchases at the Swalayan 88 Medan, the number of which is unknown. The sampling technique using the Lemeshow sampling technique obtained as many as 96 research samples. The method of collecting data in this research is literature study and questionnaires. Methods of data analysis using descriptive analysis and simple linear regression analysis. The results showed that the value of tcount (7.483) > ttable (1.985) with a significance of 0.000 ttable (1.985) with a significance of 0.042 Ftable (3.07) with a significant level of 0.00 < 0.05 so that it can be interpreted that H3 is accepted with the understanding that there is an influence between Consumer Perceptions and Consumer Interests on Purchase Decisions.

**Keywords:** Consumer Perception, Consumer Interest, Purchase Decision

**PENDAHULUAN**

Today's technological developments make business competition increasingly fierce. Human needs are increasing and many, enabling the rapid development of the retail business. With many retail companies, consumers will be more selective in choosing a place to meet their daily needs. One type of retail business is supermarkets, where supermarkets attract consumers on the basis of low prices, complete shopping places and a pleasant atmosphere. The high interest of the public in shopping and recreation in shopping centers makes retail business actors see an opportunity to make a profit. Not only local retailers, but foreign modern retailers also make Indonesia a potential target. The entry of foreign retailers will be a threat to local retailers who have previously dominated the market. For the people of Indonesia, shopping is a must, especially in the process of meeting their daily needs. For this reason, retailers are competing

to create shopping centers that are comfortable and can attract consumers to come and make purchases. Each retailer will definitely offer something different compared to its competitors. Manufacturers are competing to be as competitive as possible with competitors. This can be seen from the increasing number of companies that produce products with the same type and use but different strategies in creating consumer perceptions and ways to attract buyers. The existence of this competition makes the management of the retail trade business no longer just to open a shop and prepare complete goods, but needs to be added with services that are more satisfying to consumers. In fact, the current competition is not only serving consumers in providing various needs of daily life, but also in terms of providing entertainment venues for families. So the function of supermarkets at this time has shifted, from providing the necessities of daily life in the form of retail to being a place of



recreation to seek entertainment and relieve stress due to busyness or work routines.

The phenomenon also supported by some previous research by Gunadi (2019), The Influence of Product Quality and Consumer Perception to Purchase Decision on Canon Dslr Camera in Manado which partially and simultaneously, product quality and consumer perception have a significant effect on purchase decision. Another research conducted by Mulia (2021), The Effect of Buying Interest, Location and Lifestyle on Purchase Decisions at Ds Cafe Aceh which partially and simultaneously, buying interest, location and lifestyle have a significant effect on purchase decision.

The phenomenon that occurs are the large number of visitors who come to Swalayan 88 Medan does not guarantee that supermarket sales will continue to increase because based on observations made by authors, authors found that sales from Swalayan 88 Medan as the year continued to decline slowly. Even though the decline was not drastic and did not have a serious impact, if it continues over the years, it can have an unfavorable impact on the development of Swalayan 88 Medan.

The phenomenon about consumer perception, consumers rarely make purchases at Swalayan 88 Medan because for now, consumers are increasingly selectively interpret what they see based on brand interests, backgrounds, experiences, and attitudes. In addition, the evaluation of a person's characteristics through comparison with others makes consumers often compare several existing supermarkets based on factors of location, price, completeness and many other things. As for the phenomenon regarding consumer interest where some consumers state that their transactional interest has decreased because sometimes when consumers need products that they really need, Swalayan 88 Medan is experiencing a shortage of goods. In addition, some consumers who are not interested in visiting sometimes also find it difficult to find the product they want due to the

breadth of the Swalayan 88 Medan and the large number of products on display because consumers themselves are not interested in exploring.

## RESEARCH METHOD

### Research Object

Research object is the information about the object of research, such as the location, the time and date, the population and number of sample that are used to conduct the research. Research Location : Swalayan 88 Medan. Time of Research : March – May 2024.

### Population and Sample

According to Jaya (2019:10), the population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by the researcher to be studied and then drawn conclusions. The sample is part of a number of characteristics possessed by the population used for research. According to Qamar and Rezah (2020: 140), "The sample is part of the population units selected based on scientific considerations as sampling." According to Arifin (2017:7), "The sample is part of the entire object under study which is considered to represent the entire population. Research sampling using a certain technique so that the sample is as representative of the population as possible, which is called a sampling technique. The population used in this study is all buyers who come to visit the Brastagi Supermarket Manhattan Times Square whose number is unknown. Due to the unknown population, the sampling technique used is the Lemeshow formula.

### Data Collection Method

According to Herlina (2019:1), "In every research and research, data is the most important part. To obtain and collect data, there are various techniques that can be done, one of which is by using a questionnaire or questionnaire." According to Tantawi (2019:64), a questionnaire or questionnaire is one way to collect data from respondents by



making a list of questions according to the data needed by the researcher from the object to be studied, while literature study is a study that uses books as research objects. According to Hermawan (2019:17), literature study is part of a scientific paper that discusses previous research and scientific references related to the research described by the author in the paper. Literature studies occupy a position that is no less important than research results because literature studies provide a strong initial picture, why a research should be done and what other research has been done. According to Haryono (2020:346), "The study of documentation is an analysis carried out by viewing or analyzing documents made by the subject himself or by others about the subject." According to Herlina (2019:5), the Likert scale is a tool to measure or collect data by answering questionnaire items.

#### Validity Test

According to Fathoroni, et al (2020:236), the validity test is used to show the extent to which the measuring instrument used is measuring what is being measured. The testing technique used to test the validity is using the Pearson Bivariate correlation tested from two directions with a significance of 0.05. The decision to test the validity of the respondent's item is based on the value of  $r_{count} > r_{table}$  with  $df = N-2$  and a significant level of 5%, then the statement item is said to be valid.

#### Reliability Test

According to Marzuki, et al (2020:67), generally reliability tests are used to measure the reliability of questionnaires or interview results aimed at ascertaining whether the questionnaire or list of interview questions can be relied upon to explain the research being conducted. To find out the results of the reliability test, it is usually done by interpreting the Cronbach's Alpha value where if the Cronbach's Alpha value is

## RESULT AND ANALYSIS

### Result

Validity and reliability tests were carried out as many as 30 respondents. The results of the Consumer Perception variable reliability test can be seen in the table below:

**Table 1. Result of Consumer Perception Variable Reliability Testing**

Cronbach's Alpha	N of Items
0.883	10

Source: Research Results, 2024 (Processed Data)

it can be stated that the items for the Consumer Perception variable have a Cronbach's Alpha value above 0.6 so that it can be declared reliable. The results of the Consumer Interest variable reliability test can be seen in the table below:

**Table 2. Result of Consumer Interest Variable Reliability Testing**

Cronbach's Alpha	N of Items
0.868	8

Source: Research Results, 2023 (Processed Data)

Based on table 1.2 above, it can be stated that the items for the ConsumerInterest variable have a Cronbach's Alpha value above 0.6 so that it can be declared reliable. The results of the Purchase Decision variable reliability test can be seen in the table below:

**Table 3. Result of Purchase Decision Variable Reliability Testing**

Cronbach's Alpha	N of Items
0.913	6

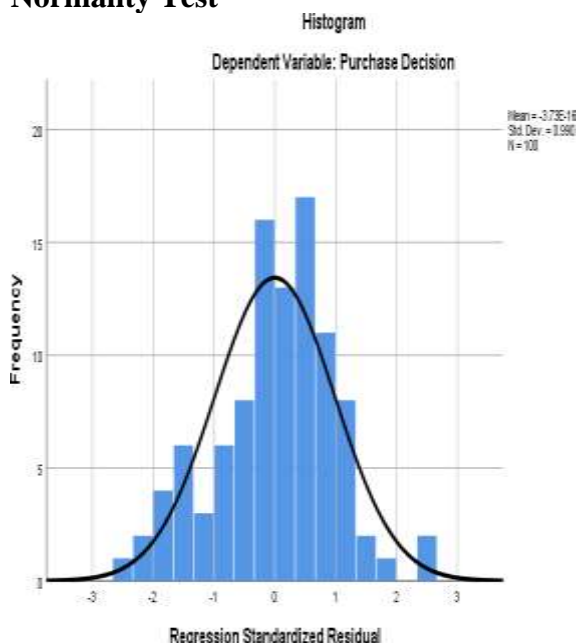
Source: Research Results, 2023 (Processed Data)

Based on table 1.3 above, it can be stated that the items for the Purchase Decision variable have a Cronbach's Alpha

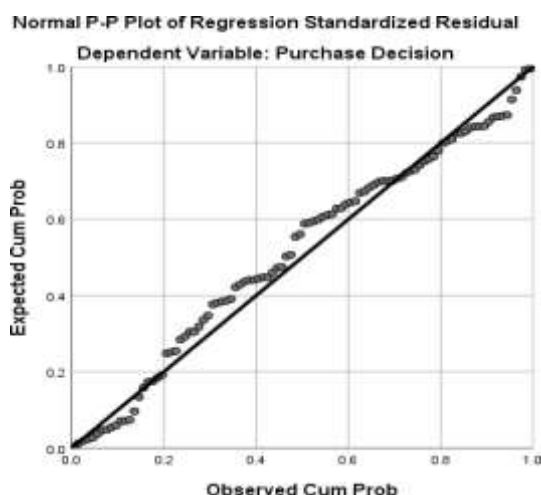


value above 0.6 so that it can be declared reliable.

### Normality Test



Source: Research Results, 2024 (Processed Data)



Source: Research Results, 2024 (Processed Data)

The results of normality testing using the One Sample Kolmogorov- Smirnov statistics can be seen in the table below:

### One-Sample Kolmogorov-Smirnov Test

N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.73754116
Most Extreme Differences	Absolute	.089
	Positive	.075
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.051 <sup>c</sup>

a. Unstandardized Residual

b. Test distribution is Normal.

c. Calculated from data.

d. Lilliefors Significance Correction.

Source: Research Results, 2023 (Processed Data)

Based on table above, it can be seen that the results of the Kolmogorov- Smirnov normality test prove that the resulting significant level value is greater than 0.05, namely 0.051, it can be concluded that the normality statistical test is classified as normally distributed.

### Multicollinearity Test

The results of the multicollinearity test can be seen in Table below as follow:

**Table 5. Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Customer Perception	.947	1.055
Consumer Interest	.947	1.055

a. Dependent Variable: Purchase Decision

Source: 2024 Research Results (Data processed)

It can be seen that the correlation value for the Customer Perception and Consumer Interest variables has a tolerance value > 0.1 and a VIF value < 10 so it can be concluded that the independent variable does not have multicollinearity symptoms.



## Multiple Regression Analysis

The results for testing multiple linear regression can be seen below as follow:

**Table 6. Multiple Regression Linear Analysis Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	1.840	2.689			.684	.495		
Customer Perception	.433	.058	.593	7.483	.000		.947	1.055
Consumer Interest	.163	.079	.163	2.056	.042		.947	1.055

a. Dependent Variable: Purchase Decision  
Source: Research Results, 2024 (Processed Data)

Based on Table above, it is known that in the Unstandardized Coefficients section B, a multiple linear regression equation is obtained, namely the following formula:

**Purchase Decision = 1.840 + 0.433 Consumer Perception + 0.163 Consumer Interest**

Based on the multiple linear regression equation, it can be described as follows:

1. Constant ( $\alpha$ ) = 1.840 indicates a constant value, if the value of the Consumer Perception and Consumer Interest variable is 0, then Purchase Decision is still at 1.840.
2. The coefficient X1 ( $bX_1$ ) = 0.433 shows that the Consumer Perception variable has a positive effect on Purchase Decision by 0.433. This means that for every increase in Consumer Perception by 1 unit, Purchase Decision will increase by 43.3%.
3. The coefficient X2 ( $bX_2$ ) =

0.163 shows that the Consumer Perception and Consumer Interest variable has a positive effect on Purchase Decision by 0.163. This means that for every increase in Consumer Perception by 1 unit, Purchase Decision will increase by 16.3%.

## Determination Coefficient

The results of testing the coefficient of determination can be seen in the table below as follows:

**Table 7. Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 <sup>a</sup>	.423	.411	2.766

a. Predictors: (Constant), Consumer Interest, Customer Perception

b. Dependent Variable: Purchase Decision  
Source: Research Results, 2024 (Processed Data)

Based on Table above, it can be seen that the value of R Square ( $R^2$ ) or the coefficient of determination obtained is 0.411, meaning that the Purchase Decision variable can be explained by the Consumer Perception and Consumer Interest variable by 41.1% while the remaining 58.9% is influenced by other factors originating from outside this research model.

## Partial Hypothesis Test (T-Test)

The results of partial hypothesis test by using the ttest can be seen in Table below as follow:



**Table 8. Multiple Regression Linear Analysis**

**Coefficients<sup>a</sup>**

		Unstandardized Coefficients		Standardized Coefficients		t		Sig.		Tolerance		VIF	
Model		B	Std. Error	Beta									
1	(Constant)	1.840	2.018			.084	.905						
	Consumer Perception	.453	.318			.303	.7483	.000		.947		1.055	
	Consumer Interest	.343	.079			.343	2.056	.042		.947		1.055	

a. Dependent Variable: Purchase

Source: Research Results, 2023 (Processed Data) Based on Table above, it can be seen that

The value tcount (7.483) > ttable (1.985) with a significance of  $0.000 < 0.05$  so it can be concluded that there is an influence between Consumer Perception on the Purchase Decision. The value of tcount (2.056) > tTable (1.985) with a significance of  $0.042 < 0.05$  so it can be concluded that there is an influence between Consumer Interest on the Purchase Decision.

#### Simultaneous Hypothesis Testing (F-Test)

Simultaneous test (F-Test) is used to test the regression model on the influence of all independent variables simultaneously on the dependent variable. By knowing that df as the numerator is: 2 and df as the denominator, it can be obtained that the FTable value, while the Fcount value will be obtained using SPSS. The results of the Fcount test can be seen in Table 1.12 below:

**Table 9. Simultaneous Testing Results (F-Test)**

**ANOVA<sup>a</sup>**

		Sum of Squares		df	Mean Square	F	Sig.
Model							
1	Regression	543.081		2	271.540	35.502	.000 <sup>b</sup>
	Residual	741.919		97	7.649		
	Total	1285.000		99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Consumer Interest, Customer Perception  
Source: 2024 Research Results (Data processed)

Based on the table 1.12 above about Simultaneous Testing Results (F- Test), the value of Fcount (35.502) > FTable (3.07) with a significant level of  $0.00 <$

0.05 so it can be concluded that H3 is accepted with the understanding that there is an influence between Consumer Perception and Consumer Interest on the Purchase Decision.

#### Analysis

1. The value tcount (7.483) > ttable (1.985) with a significance of  $0.000 < 0.05$  so it can be concluded that there is an influence between Consumer Perception on the Purchase Decision.
2. The value of tcount (2.056) > tTable (1.985) with a significance of  $0.042 < 0.05$  so it can be concluded that there is an influence between Consumer Interest on the Purchase Decision.
3. The value of Fcount (35.502) > FTable (3.07) with a significant level of  $0.00 < 0.05$  so it can be concluded that H3 is accepted with the understanding that there is an influence between Consumer Perception and Consumer Interest on the Purchase Decision.
4. The value of R Square (R<sup>2</sup>) or the coefficient of determination obtained is 0.411, meaning that the Purchase Decision variable can be explained by the Consumer Perception and Consumer Interest variable by 41.1% while the remaining 58.9% is influenced by other factors originating from from outside this research model

#### CONCLUSION

1. The value tcount (7.483) > ttable (1.985) with a significance of  $0.000 < 0.05$  so it can be concluded that there is an influence between Consumer Perception on the Purchase Decision.
2. The value of tcount (2.056) > tTable (1.985) with a significance of  $0.042 < 0.05$  so it can be concluded that there is an influence between Consumer Interest on the Purchase Decision.
3. The value of Fcount (35.502) > FTable (3.07) with a significant level of  $0.00 < 0.05$  so it can be concluded that H3 is accepted with the understanding that there is an



influence between Consumer Perception and Consumer Interest on the Purchase Decision.

#### Suggestion

1. Knowing and forming consumer perceptions is very important for developing sales strategies. Different common beliefs and stereotypes lead to different perceptions in marketing. Therefore, marketers must be aware of these differences in order to adjust marketing stimuli to consumer perceptions so that they fit the targeted segment. One way to shape perceptions that can be learned by using the basic principle of grouping. The brand must influence the attitude of its consumers. This is rooted in the brand owner's knowledge of his consumers, which is assessed based on consumer attitudes and reactions to the brand. Of course the expected reaction is a positive reaction, for example consumers recommend the brand to their family, friends & relations.
2. In increasing the interest of consumer buyers, companies can do this by carrying out various strategies in attracting consumer behavior to start paying attention to the products offered and also starting to pay attention to trying to use the products used. In increasing a consumer's buying interest, companies are also advised to be able to release the latest products that attract consumers' desire to buy them. Thus Brastagi Supermarket can provides complete information to consumers who are looking for information about the brand when they want to make a purchase.
3. To improve consumer purchasing decisions, forming a good perception or impression in the minds of consumers is a very important thing to do. In addition, it increases their interest and desire to try the products offered because by doing so, consumers can increase their purchases. Brands of products offered to consumers are brands that are known for their quality. Companies are also advised to be able to add more choices of various product brands so that consumers have many

choices of products that can be tailored to their needs

4.

#### REFERENCE

- [1] Ambarwati, Gapersz, S., and Uktolseja, L. J. (2019). Introduction to Tourism. Medan: Our Writing Foundation.
- [2] Arifin, Johar. 2017. SPSS 24 For Research and Thesis. Jakarta: Elex Media Komputindo.
- [3] Bancin, John Budiman. (2021). Brand Image and Word of Mouth (Role In Decision to Purchase Nissan Grand Livina). Surabaya: Jakad Media Publishing.
- [4] Darmis. (2021). Things That Affect Room Rates. Solo: Gumun Institute Foundation.
- [5] Dewi, Astri, Acai Sudirman, and Samsider Sitorus. (2020). Digital Marketing and Consumer Behavior. Medan: Our Writing Foundation.
- [6] Dharmawati, Made. 2016. Entrepreneurship. Depok: RajaGrafindo Persada.
- [7] Fathoroni, Annisa, Nuraini Siti Fatonah, Roni Andarsyah and Noviana Riza. 2020. A Decision Support System for Lecturer Performance Assessment Tutorial Book Using the 360 Degree Feedback Method. Bandung: Creative Industries of the Archipelago.
- [8] Firmansyah, Anang. 2018. Consumer Behavior (Attitudes and Marketing). Yogyakarta: Depublish Publisher.
- [9] \_\_\_\_\_. 2019. Product and Brand Marketing (Planning and Strategy). Publisher Depublish Publisher, Yogyakarta.
- [10] Frida, C. V. O. (2020). Strategy Management. Yogyakarta: Garudhawaca.
- [11] Hasanuddin. (2020). Analysis of the Determinants of Achieving the Integrity of a Financial Report. Pasuruan: Qiara Media.



- [12] Herlina, Vivi. 2019. Practical Guide to Processing Questionnaire Data Using SPSS. Jakarta : PT. Elex Media Komputindo.
- [13] Hermawan, Ivan. 2019. Methodology of Quantitative, Qualitative and Mixed Methods of Educational Research. Publisher : Hidayat Quaran Kuningan.
- [14] Jaya, I Made Laut Mertha. 2019. Health Data Processing With SPSS. Yogyakarta : Theme Publishing.
- [15] Lestari, E. R. (2021). Innovation Management: Efforts to Achieve Competitive Advantage. Malang: UB Press.
- [16] Marzuki, A, Crystha, A., & Pipit, F. R. (2020). Statistics Practice. Malang: Media Press Expert.
- [17] Mehta, Astuti Miguna, and Matondang, Nurhafifah. (2020). Marketing Management: MSMEs and Digital Social Media. Yogyakarta: Deepbulish Publisher.
- [18] Mulyono. 2018. Achievement Through JFP Come Collect Your Credit Score. Yogyakarta: Depublish Publisher.
- [19] Qamar, N., & Farah, S. R. (2020). Doctrinal and Non Doctrinal Law Research Methods. Makssar: Social Politic Genius.
- [20] Priyanti, Purba, and Togi, P. (2017). Marketing Management Theory and Application in Business in Indonesia. Jakarta: Media Discourse Partners.
- [21] Priyatno, Duwi. 2018. SPSS: An Easy Guide to Data Processing for Students and the Public. Yogyakarta: Andi Offset.
- [22] Purboyo, et al. (2021). Consumer Behavior (Conceptual and Practical Overview). Bandung: Indonesian Science Media.
- [23] Setiadi, Nugroho. 2019. Consumer Behavior: Contemporary Perspectives on Consumer Motives, Goals and Desires. Jakarta: Prenada Media Group.
- [24] Siagian 2020. Marketing Management Marketing Mix as Main Material in Marketing Management. Bandung: Indonesian Science Media.
- [25] Tantawi, Isma. 2019. Academic Indonesian (Research and Writing Strategy). Jakarta: Kencana.
- [26] Wahyudi, Setyo Tri. 2017. Economic Statistics (Concept, Theory and Application). Malang: UB Press.
- [27] Wardana, 2019. Introduction to the SPSS Application Version 20. Baubau: LPPM Muhammadiyah University Buton Press.
- [28] Zebua, Manahati. 2018. Marketing of Health Services Products. Yogyakarta: Depublish Publisher