

The Impact of Deals Advancements, Item Accessibility, and Benefit Quality on Buyer Buy Intrigued at Metro Pasar General Store, Jln. Dr. Mansyur, Medan City

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Article Info

Article history:

Received June 11, 2025

Revised August 19, 2025

Accepted October 22, 2025

Keywords:

Sales Promotion, Product
Availability, Service Quality,
Purchase Intention

ABSTRACT

This think about points to decide and dissect the impact of deals advancement, item accessibility, and benefit quality on buyer buying intrigued at Metro Pasar Swalayan Jln. Dr. Mansyur, Medan City. This inquire about employments a quantitative approach with information collection strategies employing a survey. The test in this ponder was 93 respondents. The information examination strategy utilized is different direct relapse examination. Deal growth partially includes a positive and critical impact on buying intrigued, benefit quality partially employ a certain and crucial effects on buying fascinated, and deals improvement partially includes a positive and critical impact on buying intrigued, according to the results of the t speculation test. Deal progress, item mobility, and improved quality may all have a significant and beneficial influence on consumers' desire to purchase, according to the results of the F theory test. Based on the comes about of the F theory test, it can be that deals advancement, item accessibility, and benefit quality at the same time have a positive and critical impact on buying intrigued. Based on the comes about of the coefficient of assurance investigation, it is known that the Balanced R Square esteem is 0.788 or 78.8%. So it can be concluded that the impact of deals advancement, item accessibility, and benefit quality on buying intrigued is 78.8%, the remaining $100\% - 78.8\% = 21.2\%$ is the impact of other factors or variables.

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INTRODUCTION

Each commerce movement on a very basic level points to pick up greatest benefit to preserve the company's presence in the midst of furious competition in this worldwide period. One frame of exchange broadly practiced by individuals nowadays is the retail trade, known as cutting edge retail trade because it creates. Cutting edge retail trade may be a organize of conventional retail advancement, which is at that point connected in hone to a present day concept by utilizing existing innovation and adjusting to community needs. Item accessibility is another supporting figure. Shoppers tend to purchase items they require and need in the event that the items are accessible within the store. Item inaccessibility, whether due to stockouts or need of item assortment, can cause shoppers to switch to competitors. In this manner, viable stock administration is vital to guarantee steady item accessibility. Another calculate affecting buy deliberate is benefit quality. Great and appropriate benefit quality will produce customer buy deliberate since what is passed on by the vender is

effortlessly acknowledged, so buyers are not reluctant to form a buy. One cutting edge retail store in Medan City is Metro Pasar Swalayan. A general store or self-service store could be a store that offers all every day necessities broadly looked for by the community. The merchandise sold at Metro Pasar Swalayan are fundamental necessities such as nourishment fixings, refreshments, kitchen gear, office supplies, corrective devices, and school supplies. To distinguish the issues at Metro Pasar Swalayan Jln. Dr. Mansyur, Medan City, the creator conducted a pre-survey among shoppers by conveying explanations to 45 respondents with the taking after comes about: According to the pre-survey results mentioned, for the statement "Promotional information is easily accessible," among the 45 respondents surveyed, 58% replied "No" while 42% replied "Yes." This shows that there is no access to details regarding sales promotions carried out by Metro Pasar Swalayan. According to the pre-survey findings mentioned, regarding the statement "Waiting time for service during payment is comparatively brief," among 45 respondents surveyed, 62% replied "No" while 38% replied "Yes." This shows the extended waiting periods for customers when processing payments at Metro Pasar Swalayan. According to the pre-survey findings presented above, regarding the statement "Employees assist me in locating the product I need," from the 45 respondents surveyed, 56% replied "No," while 44% replied "Yes." This signifies inadequate service quality for customers at Metro Pasar Swalayan. According to the pre-survey findings mentioned, regarding the statement "Service quality encourages me to shop more," 64% of the 45 respondents answered "No," while 36% replied "Yes." This reflects low service quality and the failure of Metro Pasar Swalayan's staff to deliver satisfactory service.

METHOD

This study employs a quantitative methodology with data gathering techniques that involve questionnaires. Quantitative research refers to a method that employs numerical or quantitative information to evaluate hypotheses or connections among variables. Its aim is to evaluate or examine the connection between variables. This study was carried out at Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan. This study was conducted from December 2024 until it was finished.

RESULTS

Reability test, the reliability assessment should be conducted only on statements that have satisfied or exceeded the validity criteria. If the validity criteria are not fulfilled, there is no reason to continue with the reliability assessment.

Table 1. Reability test result

Variabel	Cronbach's Alpha	N of Items	Description
Sales promotion (X1)	0.894	10	Reliabel
Product Availability (X2)	0.937	10	Reliabel
Good service (X3)	0.887	10	Reliabel
Consumer Purchase Intention (Y)	0.954	12	Reliabel

According to table 1, a statement is deemed reliable when the Cronbach's alpha value exceeds 0.60, indicating that the research questionnaire is reliable.

Table 2. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.640	.061		43.274	.000
Sales promotion (X1)	.087	.017	.317	5.111	.000
Product available (X2)	.154	.010	.716	14.797	.000
Good service (X3)	.044	.015	.179	2.900	.005

a. Dependent Variable: consumer attention (Y)

Source from spss, 2025

Multiple regression analysis seeks to identify the linear connection among various independent variables, specifically sales promotion, product availability, and service quality, and the dependent variable, which is consumer purchase intention. According to table 2, the multiple regression equation model in this research is: $Y = 2.640 + 0.087 X1 + 0.154 X2 + 0.044 X3$. According to this equation, it is articulated in the following manner: The fixed value is 2.640, indicating that if the sales promotion, product availability, and

service quality variables equal 0, the consumer purchase intention value will be 2.640. The regression coefficient for the sales promotion variable is 0.087, suggesting that a 1 unit increase in sales promotion will lead to a 0.087 unit increase in consumer purchase intention. The regression coefficient for the product availability variable stands at 0.154, suggesting that a 1 unit increase in product availability will lead to a 0.154 unit rise in consumer purchase intention.

Table 3. Hypothesis test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.640	.061		43.274	.000
Sales promotion (X1)	.087	.017	.317	5.111	.000
Product available (X2)	.154	.010	.716	14.797	.000
Good service (X3)	.044	.015	.179	2.900	.005

a. Dependent Variable: consumer attention (Y)

The t-test is utilized to determine if the suggested hypothesis is accepted or dismissed. The t-hypothesis test is conducted by assessing the computed t-value against the t-table value.

The formula for calculating the t-table is as follows:

$$\begin{aligned}
 t_{table} &= \alpha / 2; n-k \\
 &= 0.05/2; 93-3-1 \\
 &= 0.025; 89 \\
 &= 1.986
 \end{aligned}$$

So the t-table value is 1.986.

And the result from the table :

1. Sales marketing has a highly significant and mostly positive impact on consumer purchasing decisions at Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan, according to the calculated t-value of 5.111, which is greater than the t-table value of 1.986, and the importance level of 0.000, which is less than 0.05.
2. It is concluded that item mobility has a beneficial and substantial effect on how consumers shop at Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan, as indicated by the obtained t-value of 14.797 > t-table 1.986 and the significance threshold of 0.000 < 0.05.
3. It has been concluded that service quality at Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan, significantly influences client buying behavior in a favorable way, as indicated by the calculated t-value for product standard 2.900 > t-table 1.986 and a statistical significance level of 0.000 < 0.05.

Table 4. Simultaneous Hypothesis Test (F-test)

		ANOVA ^a			
Model		Sum of Squares	df	Mean Square	F
1	Regression	.862	3	.287	114.820
	Residual	.223	89	.003	
	Total	1.085	92		

a. Dependent Variable: consumer attention (Y)

b. Predictors: (Constant), good quality (X3), product available (X2), sales promotion (X1)

Source from spss, 2025

The combined effect of independent variables on the dependent variable is evaluated using this method. The computed F-value is compared to the t-table value in order to perform the F-hypothesis test. The following formula can be used to find the F-table: $F_{table} = (3; 89) = (3; 89) = 2.71 = (df1: df2) = (k-1; n-k)$ The F-table's value is 2.71. The significance level in Table 4 is 0.000 < 0.05, and the calculated F-value is 114.820 > F-table 2.71. Thus, it can be concluded that at Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan, marketing efforts, supply, and satisfactory service all work together to positively and significantly influence consumers' intentions to buy.

Table 5. R-squared Analysis (R2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 ^a	.795	.788	.050037411329076

a. Predictors: (Constant), good quality (X3), product available (X2), sales promotion (X1)

b. Dependent Variable: consumer attention (Y)

Source from spss, 2025

The range of the coefficient of assurance is $0 < R^2 < 1$. The ability of free factors to explain the subordinate variable is highly limited, according to a low R^2 value. According to the table above, the Adjusted R Square value is 0.788, or 78.8%. Therefore, it can be concluded that offers, item accessibility, and benefit quality have a 78.8% influence on customers' intentional acquisition, while the remaining $100\% - 78.8\% = 21.2\%$ represents the influence of other factors, including cost. Analyzing the results of the most hypothesis test, the centrality esteem is $0.000 < 0.05$. The t-table esteem of 1.986 is less significant than the t-count esteem of 5.111. Thus, the study shows that showcasing activities in Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan, have a fundamentally good and significant influence on the purchasing decisions of customers. The results of the minute hypothesis test indicate that the thing accessibility variable has a noteworthy esteem of $0.000 < 0.05$. The t-count value of 14.797 is higher than the t-table value of 1.986. The investigation shows that, generally speaking, item accessibility has a positive and significant influence on customers' eager purchases at Metro Pasar Swalayan Jln. Dr. Mansyur, Kota Medan. The critical value, according to the third theory test findings, is $0.000 < 0.05$. The t-table value of 1.986 is less than the t-count value of 2.900. Thus, the study shows that Metro Pasar Swalayan Jln. Dr. Mansyur's service quality has a substantial and beneficial impact on users' intents of purchasing.

CONCLUSION

1. The mean t- count for promotion of sales is $5.111 > t\text{-table } 1.986$, and the probability value is $0.000 < 0.05$, as determined by the results of the t-hypothesis test. This suggests that commercial advancement has significant beneficial effects on client acquisition eagerly at Metro Pasar Swalayan Jln. Dr. Mansyur, Medan City, so H_0 is invalidated and H_1 is confirmed.
2. The t- count value for supply is 14.797, which is higher than the t-table value of 1.986, and the importance value is 0.000, which is less than 0.05, based on the t-hypothesis findings. Therefore, H_0 is rejected and H_2 is approved since it can be inferred that product availability at Metro Pasar Swalayan Jln. Dr. Mansyur, Medan City, often has a favorable and significant influence on buyer intention.
3. Based on the findings of the t-hypothesis test, the sensitivity value is $0.000 < 0.05$ and the number of ts for the overall service quality is $2.900 > t\text{-table } 1.986$.
4. The results of the F-hypothesis test show that the significance value is $0.000 < 0.05$ and the F-count value is $114.820 > F\text{-table } 2.71$. Thus, H_0 is rejected and H_4 is accepted since customer purchasing decisions at Metro Pasar Swalayan Jln. Dr. Mansyur, Medan City, are positively and significantly impacted by sales promotion, product availability, and service quality.
5. The adjusted r sq score, as determined by the coefficient of correlation research, is 0.788, or 78.8%.

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