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The Influence of Price Perception and Product Completeness on Sales of Goods at PT Segar Harum Kalimantan Bontang Branch

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Article Info	ABSTRACT
	This research was conducted to determine the influence of price perception and product completeness on sales of goods at PT Segar Harum Kalimantan Bontang Branch. This research is a type of quantitative research. The respondents in this research were 100 consumers who shopped at PT Segar Harum Kalimantan Bontang Branch. Data was processed using SPSS version 16.0. The results were tested using multiple regression analysis, F test, t test and R2 test. In multiple linear regression testing, it was obtained that $Y= 20.179 + 0.176X1 + 0.270X2$. F calculation shows a value of 148.349 with a significance level of 0.000. Meanwhile, the F table value is 3.09. This shows that the calculated F value is > F table, namely $148.349 > 3.09$ and the significance level is $0.000 < 0.05$. Testing the tcount value for the price perception variable (X1) is greater than the ttable value $(9.395 > 1.984)$ with a significance level below 0.05, namely 0.000. Meanwhile, the tcount value for the product completeness variable (X2) is greater than the ttable value $(13.955 > 1.984)$ with a significance level below 0.05, namely 0.000. The obtained value of R Square $= 0.754 = 75.4\%$. This means that the independent variables price perception and product completeness together influence the dependent variable sales of goods by 74.9% and the remaining 25.1% is influenced by other variables not included in this research. From these results it is shown that the perception of price and product completeness together have a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch.

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INTRODUCTION

In the current era, the business of selling daily necessities products is increasingly increasing. To meet consumer needs, not only the quality aspect but more importantly it is economical, cheap and affordable [1]. This causes changes in the competitive map in the Indonesian market. Conditions where competition becomes tighter require companies to be able to change immediately to survive or grow in a market with high demand growth [2]. The approach that can be taken to overcome this situation is access to the marketing function, namely to find out what the market or customer needs are for both price and availability of the products offered. Therefore, marketing plays an important role in strategy development [3]

Developing a marketing strategy is one of the important factors in a company and influences the development of a company so that it can grow rapidly if it has good marketing. Companies must strive to improve appropriate marketing strategies and hopefully create increased sales of goods. So the company must determine the marketing strategies that can be implemented [4]. It is important for companies to develop the right strategy to attract consumers to increase sales of goods.

According to Soehardi [5], the sale of goods is a transfer of something (goods or services) from one party to another party in exchange for receiving money from the tier party. Sales are the source of a company's income, the greater the sales, the greater the income the company receives. According to Putri [6] Selling is the science and art of personal influence carried out by sellers to invite other people to buy the goods and services offered. So, the existence of sales can create a process of exchanging goods and/or services between sellers and sellers.

Piersiepsy is one of the terms used in the field of psychology [7]. In general, piersiepsy is defined as a direct response or the ability for people to know things through their senses [8]. Meanwhile, in a large dictionary of psychology, piersiepsy is defined as a process of observing a level person towards the environment by using the senses they have so that they become aware of everything in their environment [9]. According to Kotler dan Armstrong [10], price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a good or service.

According to Indiani dan Putu [11], price perception is one of the things that can cause sales to increase. Price perception is a consumer's view or observation regarding information regarding the amount of money that will be used to obtain a product or service that is desired and suitable for meeting their life needs [9]. Therefore, price perception greatly influences the level of sales of goods in the company.

Products are anything that can be offered to the market to gain attention, purchased, used or consumed that can satisfy a need or desire [12]. With the completeness and diversity of products provided, customers will not move to other companies to look for the products they need. Product completion refers to the depth, breadth and quality of the products offered as well as the tiers of product availability at any given time [9], [13].

Product completion is the availability of all types of products offered for ownership, use or consumption by consumers produced by a product [11]. Products are purchased by consumers because they can fulfill certain needs or provide certain benefits, characteristics not only include physical aspects (tangible features), but also non-physical aspects (intangible features) such as image and services that cannot be seen [14]. According to Kotler dan Killer [15] product completeness is all kinds of available products that can be offered to consumers for consumption, ownership or use. In choosing a consumer goods market, consumer considerations are influenced by the completeness of the product being sold [16].

According to Laksono dan Hayani [13], price perception and product availability simultaneously have a positive and significant influence on purchasing decisions that influence the sale of goods. If customers decide to buy a tier product, this will affect the tier on the sale of goods at the company. So this research aims to see the relationship between price perceptions and product completeness on sales of goods at PT. Segar Harum Kalimantan Bontang Branch

METHOD

This research is quantitative research. This research analyzes the cause and effect relationship between two or more variables using data in the form of numbers [17]. The dependent variable in this research is sales, while the independent variables are price perceptions and product completeness. This research also applies a descriptive method that conveys facts by describing what was seen, obtained and felt in [18].

The subjects of this research are consumers of PT. Segar Harum Kalimantan Bontang Branch took a sample of 100 respondents. According to Kamaludin [19] the market must be known through consumers as measurement respondents. This measurement can take the form of an interview or questionnaire regarding the content of the research subject. The research population is regular customers of PT. Segar Harum Kalimantan Bontang Branch which has purchased more than twice.

RESULTS
Data Quality Test
Validity test

The validity test is used to measure whether a questionnaire is valid or not. The validity test is carried out by comparing the calculated r_{value} with the r_{table}. The formula used for product moment correlation coefficient > r_{table} (α ; n − 2) n = number of samples. In this research, it is known that the number of respondents is 100 - 2 = 98, so it can be determined that the value of r_{table} = 0.196 and the probability value of β_i = 0.05.

Table 1. Recap of price perception questionnaire validity test result (X1)

No	Item		Correlation value	Probability	Description
1	Price perception X1	X1.1	0,815 > 0,196	0,000 < 0,05	Valid
2		X1.2	0,819 > 0,196	0,000 < 0,05	Valid
3		X1.3	0,773 > 0,196	0,000 < 0,05	Valid
4		X1.4	0,756 > 0,196	0,000 < 0,05	Valid

Source: Data processed by SPSS version 16.0

Table 2. Summary of Product Completeness Questionnaire Validity Test Results (X2)

No	Item		Correlation value	Probability	Description
1	Product completeness X2	X2.1	0,775 > 0,196	0,000 < 0,05	Valid
2		X2.2	0,771 > 0,196	0,000 < 0,05	Valid
3		X2.3	0,732 > 0,196	0,000 < 0,05	Valid
4		X2.4	0,762 > 0,196	0,000 < 0,05	Valid

Source: Data processed by SPSS version 16.0

Table 3. Recap Results Goods of Sales Validity Test (Y)

No	Item		Correlation value	Probability	Description
1	Sales of goods (Y)	Y1	0,531 > 0,196	0,000 < 0,05	Valid
2		Y2	0,492 > 0,196	0,000 < 0,05	Valid
3		Y3	0,533 > 0,196	0,000 < 0,05	Valid

Source: Data processed by SPSS version 16.0

Reliability Test

Reliability is a test used to determine whether the questionnaire used in collecting research data can be said to be reliable or not. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. Questionnaire items are said to be reliable (feasible) if Cronbach's alpha > 0.60 and are said to be unreliable if Cronbach's alpha < 0.60 [20]

Table 4. Reliability Test Recap Results

No	Variable	Reliability Coefficient	Required Cronbach's Alpha	Description
1	Price perception (X1)	0,800	0,60	Reliable
2	Product Completeness (X2)	0,757	0,60	Reliable
3	Sales of goods (Y)	0,656	0,60	Reliable

Source: Data processed by SPSS version 16.0

Based on the results of data processing regarding reliability, which shows that all the question items asked are reliable, so it can be concluded that all variables are reliable because they have a Cronbach's alpha value above 0.60.

Classic assumption test
Normality test

The normality test aims to test whether in the regression model, confounding variables have a normal distribution. The residual value of each variable is normally distributed with a value of 0.103 > 0.05 as a condition for a normal distribution value for the Price Perception variable (X1), a residual value of 0.101 > 0.05 as a condition for a normal distribution value for the product completeness variable (X2), a residual value of 0.200 > 0.05 as a condition for normally distributed values for the goods sales variable (Y). So from the results of the normality test we can decide that each of these variables has a residual value that is normally distributed.

Multicollinearity Test

The multicollinearity test aims to test the existence of correlation between independent variables. A good regression model is free of multicollinearity or there is no correlation between the independent variables. Multicollinearity testing is seen from the VIF (Variance Inflation Factor) and tolerance. If the tolerance value is > 0.1 or the VIF value is < 10, it can be concluded that multicollinearity does not occur.

Table 5. Recap of Multicollinearity Test Results

No	Varieble	Tolerace	VIF	Description
1	Price perception (X1)	0,998 > 0,1	1,002 < 10	Multicollinearity dose not occur
2	Product Completeness (X2)	0,998 > 0,1	1,002 < 10	Multicollinearity dose not occur

Source: Data processed by SPSS version 16.0

From the results of the data above, it can be seen that the price perception variable has a tolerance value with a value of 0.998 > 0.1 and a VIF value with a value of 1.002 < 10. The product completeness variable has a tolerance value with a value of 0.998 > 0.1 and a VIF value with a value of 1.002 < 10 From these results, each variable has a tolerance value > 0.10 and a VIF value < 10. So it can be concluded from the results of the multicollinearity test that it can be confirmed that there are no symptoms of multicollinearity in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance from the residuals from one observation to another is constant, it is called homoscedascity and if it is different it is called heteroscedacity. A good regression model is one with homoscedasticity or no heteroscedasticity. If the significance value between the independent variable and the absolute residual is > 0.1 then there is no heteroscedasticity problem, and vice versa.

Table 6. Heteroscedasticity Test Recap Results

No	Variable	Significant	Probability Value	Description
1	Price Perception	0,554	0,05	Normal or heteroscedasticity does nor occur
2	Product completeness	0,840	0,05	Normal or heteroscedasticity does nor occur

Source: Data processed by SPSS version 16.0

From the data results above, it can be seen that the value is significant with a value of 0.554 > 0.05 probability value, which means that the Price Perception variable (X1) has an unequal variance from the residual so that heteroskedasticity does not occur. Significant value with a value of 0.840 > 0.05 probability value, which means that the Product Completeness variable (X2) has unequal variance from the residual so that it is stated that heteroscedasticity does not occur. So, from the results of the heteroscedasticity test, it can be ascertained that the variables in this study do not have heteroscedasticity.

Autocorrelation Test

The purpose of the autocorrelation test is to show whether or not there is a correlation between two or more independent variables in the multiple regression model. The regression model can be said to be good if there is no autocorrelation. The method used is the Durbin Watson test with the formula du < d < 4-du. the Durbin-Watsion value is 1.750. Then this is compared with the 5% significance table, with a sample size of 100 (n) and a number of independent variables of 2 (k=2), then it is found that the du value is 1.715 and the dL value is 1.634, while the Durbin Watson (d) value of the regression model amounting to 1,750. This means that the Durbin Watson (d) regression value of 1.750 is greater than the du value, namely 1.715 and less than (4-du) or 4 - 1.715 = 2.285 or du < D-W < 4-du (1.715 < 1.750 < 2.285). This shows that there was no autocorrelation in this study.

Multiple Linear Regression Test

The data analysis method in testing uses the Multiple Linear Regression Analysis approach. Where, the aim is to determine the relationship between two or more independent variables and the dependent variable, so that an explanation of variable variations can be obtained that can confirm the hypothesis of the research. This research has two independent variables, namely price perception (X1), product completeness (X2), and one dependent variable, namely sales of goods (Y).

Table 7. SPSS Output Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.179	.437		46.157	.000
	Price Perception	.176	.019	.474	9.395	.000
	Product completeness	.270	.019	.704	13.955	.000

a. Dependent Variable: Sales of goods

These result values are entered into the multiple linear regression equation so that the following equation is known:

$$Y = 20.179 + 0.176x1 + 0.270x2$$

So the above equation is meaningful if:

Constant with a value of 20.179 indicates that if all independent variables of price perception and product completeness are assumed to have a value of zero, then the value of goods sales is 20.179.

The linear regression coefficient value of price perception is 0.176, indicating that if the value of the price perception variable increases, then sales of goods will increase by 0.176 assuming the other independent variables are zero.

The linear regression coefficient value of product completeness is 0.270, indicating that if the value of the product completeness variable increases, then sales of goods will increase by 0.270 assuming the other independent variables are zero.

Hypothesis testing
F Test

The simultaneous significant test (F test) is used to determine whether the independent variable (X) simultaneously has a significant influence on the dependent variable (Y). From the results of data processing with the SPSS version 16.0 program, the calculation results are as follows:

Table 8. SPSS F Test Output Results

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.984	2	20.992	148.349	.000^a
	Residual	13.726	97	.142		
	Total	55.710	99			

Predictors: (Constant), Product cimpleteness, Price perception

Dependent Variable: sales of goods

For the results in this assessment F_{table} = dka ; dkb = 3.09. From the results above it can be seen that the F_{count} value is 148.349 with a significance level of 0.000. Meanwhile, the F_{table} value is known to be 3.09. Based on these results, it can be seen that $F_{count} > F_{table}$ (148.349 > 3.09) meaning that H0 is rejected and H3 is accepted. So it can be concluded that price perception and product completeness simultaneously have a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch

T test

The partial significance test (T test) aims to determine the effect of each independent variable on the dependent variable. Apart from that, the T test is also used to test whether the independent variable (X) partially or individually has a significant effect on the dependent variable Y or not.

Table 9. SPSS T Test Output Results

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20.179	.437		46.157	.000
	Price perception	.176	.019	.474	9.395	.000
	Product completeness	.270	.019	.704	13.955	.000

Dependent Variable: sales of goods

The t_{count} value for the Price Perception variable is 9.395 and the t $_{table}$ with α = 0.05 is known to be 1.984, thus the t_{count} is greater than the t $_{table}$ and the significant value of Price Perception is 0.000 < 0.05, meaning it can be concluded that H0 is rejected (H1 accepted) shows that Price Perception has a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch.

The t_{count} value for the product completeness variable is 13.955 and the t $_{table}$ with α = 0.05 is known to be 1.984, thus the t_{count} is greater than the t_{table} and the significant value of product completeness is 0.000 < 0.05, meaning it can be concluded that H0 is rejected (H1 is accepted) shows that product completeness has a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch.

Determination Test (R2)

The coefficient of determination test (R2) is used to measure the extent of the model's ability to explain variations in the dependent variable. The value of the coefficient of determination must be between zero and one. The smaller the R2 value, the more limited the independent ability to explain variations in the dependent variable. In this research, the coefficient of determination is used to measure how big the contribution (contribution) of price perception and product completeness variables is to sales of goods (Y). Based on the calculation results, the R2 value is 0.754, which means 75.4% and this states that the Price Perception and product completeness variables are 75.4%. Next, the difference is 100% - 75.4% = 24.6%. This shows that 24.6% is another variable that does not contribute to this research.

DISCUSSION
The influence of price perception on the sale of goods

Based on the results of the hypothyroidism test from the data analysis calculations that have been carried out, it shows that there is an influence on the price variation variable on the sale of goods at PT Segar Harum Kalimantan, Bontang Branch. This is proven by the results of the partial hypothyroidism test, which shows that the t_{count} value of the price perception variable is 9.395 and the t_{table} with α is 0.05, it is known that the price perception is 1.984, so the t_{count} is greater than t_{table} and the significant value of the greater price perception variable is 0.000 <0.05, meaning it can It is concluded that H0 is rejected and (H1 is accepted) shows that the price perception variable has a significant influence on the level sales of goods at PT Segar Harum Kalimantan Bontang Branch.

PT Segar Harum Kalimantan Bontang Branch is committed to selling products at affordable prices, besides that it must also consider competitive prices from other companies. We sell household products at affordable prices, and also adjust them to quality. This will affect the sales of goods of PT Segar Harum Kalimantan Bontang Branch. According to Indiani [11] Price perception is one of the things that can cause sales to increase. Price perception is a consumer's view or observation regarding information regarding the amount of money that will be used to obtain a product or service that is desired and suitable for meeting their life needs. Therefore, price perception greatly influences the level of sales of goods in the company.

The influence of product completeness on sales of goods

Based on the results of hypothesis testing from data analysis calculations that have been carried out, it shows that there is an influence of product completeness on sales of goods at PT Segar Harum Kalimantan Bontang Branch. This is proven by the results of partial hypothesis testing showing that the t_{count} value for the product variation variable is 13.955 and the t $_{table}$ with α = 0.05 is known to be 1.984, thus the t_{count} is greater than the t $_{table}$ and the significant value of product variation is 0.000 < 0.05, meaning it can be concluded that H0 is rejected and (H2 is accepted) indicating that the product completeness variable has a significant effect on sales of goods from PT Segar Harum Kalimantan, Bontang branch.

In business ventures such as PT. Segar Harum Kalimantan Bontang Branch, internal control of merchandise inventory is very important in order to protect company assets or property from all kinds of misuse, ensure the availability of accurate information to the company, and ensure that all legal provisions (regulations) and policies management has been obeyed or carried out properly by all company employees. In terms of managing product inventory and product completeness at PT. Segar Harum Kalimantan Bontang Branch has used a computerized system using the Product Application System (SAP) application. So using this application can make inventory management activities easier. Product completeness is all kinds of available products that can be offered to consumers for consumption, ownership or use [9]. When choosing a shop, consumer considerations are influenced by the completeness of the products being sold[13].

The influence of price perception and product completeness on the sale of goods

Based on the results of the hypothyroidism test from the data analysis calculations that have been carried out, it shows that there is a simultaneous influence between price perception and product completeness on sales of goods at PT Segar Harum Kalimantan Bontang Branch, this is proven by the results of simultaneous hypothesis testing showing that the F_{count} value is 148.349 with a significance level of 0.000. Meanwhile, the F_{table} value is known to be 3.20. Based on these results, it can be seen that $F_{count} > F_{table}$ (148.349 > 3.20) meaning that H0 is rejected and H3 is accepted. So it can be concluded that price perception and product completeness simultaneously have a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch.

This shows that if the price perception given is the same as what consumers expect, consumers will feel satisfied and want to always buy at PT Segar Harum Kalimantan Bontang Branch and this will affect the sale of goods at PT Segar Harum Kalimantan Bontang Branch. This also shows that if the completeness of the product provided is the same as what consumers expect, consumers will feel satisfied and will always want to buy at PT Segar Harum Kalimantan Bontang Branch. Based on research conducted by [14], perceived price and product completeness simultaneously have a positive and significant effect on purchasing decisions. If consumers decide to buy this product, it will affect the sale of goods in the company.

CONCLUSION

This research aims to test and analyze the influence of price perceptions and product completeness on sales of goods at PT Segar Harum Kalimantan Bontang Branch. The results of research on 100 consumers still show that price perceptions have a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch. Partially, price perception has a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch. Partially, product completeness has a significant effect on sales of goods at PT Segar Harum Kalimantan Bontang Branch. Simultaneously, price perception and product completeness have a significant effect on consumer satisfaction when purchasing goods at PT Segar Harum Kalimantan Bontang Branch.

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