

# Hasil Test Plagiat\_IJIST

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**Submission date:** 12-Jan-2021 05:42AM (UTC-0800)

**Submission ID:** 1486295466

**File name:** Artikel\_IJIST.docx (124.4K)

**Word count:** 5968

**Character count:** 32756

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# The Impact of SPG Performance, Product Display, and Product Design Towards Consumer's Purchasing Interest

Case Study in PT. Matahari Department Store Bekasi City, Indonesia

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Abstract: The method used in the study is a quantitative research instrument and a multi-linear multiple regressions, which assesses how much the affect of GSP Results, Product Display and Product Design can affect customer attention in PT. Matahari Department Store Bekasi refers to current hypotheses and uses questionnaire forms as a medium for the collection of data by many respondents. With Statistical software spss 22, data is processed with many other tests like Validity Testing, Reliability Testing, Normality Testing, Multicollinearity Checking, Heteroscedasticity Verifying, Multiple Linear Regression Evaluating, T Verifying and F Validating and Determination. Test ( $r^2$ ). Depending on the findings of the analysis, this was identified that the variables of GSP Performance, Product Display and Product Design had a massive effect on the variables of Purchasing Involvement.

**Keywords:** Sales Promotion Girls Performance; Product Display; Product Design; Quantitative Description Survey; Double regression analysis

## I. INTRODUCTION

Sales promotion girl or SPG is a human resource with an important role in the sales process. SPG functions include promoting a company's product and selling the product. As employees of the SPG are required to produce good work performance. The working results of the SPG will be realized in the form of achieving certain targets. In order to meet these targets, SPG must often deal with potential customers, where in this case SPG is required to be able to convince potential buyers so that in the end of a sale and purchase transaction (A. Rizaldi, 2000). SPG is an asset of the company which also has important value in supporting the achievement of the success and objectives of the company. A good company that produces goods and services almost certainly requires an SPG whose duty as a liaison from the company to consumers and also provides input or information about the characteristics of consumers to the company. This condition

makes SPG's position not more important than other positions in the company (Perreault, Jr., Cannon, & McCarthy, 2015).

Besides the attractive physical appearance, the SPGs need to be equipped with good communication skills. PT. Matahari Department Store's management said that they have provided regular training for all SPGs. The training provided included achievement motivation training (AMT), communication skills training and customer service. The training is important because SPG is dealing directly with customers, which is one of the spearheads of the company in raising product sales. Sales are individuals who carry out the task of personal selling or face-to-face sales, in personal selling activities the most activities carried out are interpersonal communication, in other words interpersonal communication, namely the process of delivering messages from one individual to another individual (Kotler & Armstrong, 2008). The ability to communicate effectively is highly demanded by SPGs in order to be able to convince potential buyers, must be able to interact and react in various ways with many different people. In addition there is also an absolute necessity for SPGs to know and understand their products properly and perfectly. Sometimes the sales person must also act as an advisor to certain prospective buyers, at the same time it is necessary to make friends with other prospective buyers. This is because sometimes consumers feel hesitant in making a choice or making a decision to buy a product. Interpersonal communication is considered the most effective way in providing information, persuading, exchanging ideas, and influencing others in order to change a person's attitudes, opinions and behavior (Thoha, 2013). However, many SPGs do not apply it, so they have difficulty in communicating with others (interpersonal communication). As a result, consumers are disappointed, because the information received is unclear and unable to provide solutions to the products offered, many complaints from customers that make company losses and threaten the its development. The results of a study conducted by Whirley showed that the majority (nearly 70%) of customers left certain companies because of complaints about the quality of

service (such as SPG), not because of the quality of their products (DJ. Murdono, 2003).

Products are goods that are available and made available for sale in stores. Products supplied in stores must be properly arranged in order to attract the attention of consumers to purchases. Products arranged in a store will depend on the type of store, the store. The arrangement of the product in the clothing store will be different from the configuration of the product in the retail store. The display of the store will reflect a picture in the store so that consumers know the types of products sold by product arrangement. An attractive arrangement will stimulate the consumer's urge to acquire. Consumers sometimes buy a product without having a plan indeed. The desire to buy often appears in stores that provide many types of products or malls as places to shop or just go for a walk. Purchasing decisions can occur when consumers are faced with the selection of two or more alternatives, meaning that the conditions for someone to make a decision must be available several alternative choices (Schiffman & Kanuk, 2008). One factor that drives a person can suddenly buy without having a plan before because of the presence of a prominent product display (B. Boediono, 2003). The product display that is usually seen in a shop will arise the consumers' appetite to buy. The display can arise the desires of consumers, so consumers feel an urgent need to buy the product that being promoted without any plans to buy before. Decisions like these are often referred to as unplanned purchases (impulse buying). Unplanned purchases are items that are desired at the time. An unplanned purchase can be explained as an act of purchase made at that moment because of strong positive feelings about an object.

Product design becomes important in keeping and maintaining consumer and market purchasing interest. Products that seem monotonous and not varied will give the impression of being bored to consumers. For that reason, the sensitivity of the designer in understanding the desires of consumers must always be improved. A varied product design can also increase the level of profit which is quite significant for a product.

Purchasing interest is part of the behavioral component in the consuming attitude. According to Kinnear and Taylor, purchasing interest is part of the consumer behavior component in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented (Duriyanto, Sugiarto, Widjaja, & Supratikno, 2003). Whereas the repurchase intention is the purchase interest based on the purchase experience that has been done in the past. The importance of measuring consumer purchasing interest, that is to know the desires of customers who remain loyal or leave an item or service (Zeithaml, V.A. Parasuraman, A. & Berry, 1993). Consumers who feel happy and satisfied with the goods or services they have purchased

and they will think of buying back the goods or services. Therefore, purchasing interest is important to study.

The goal of this work was to determine the extent of the effect of Sales Girls Performances, Store Layout and Product Development on PT's customer demand in the Matahari Department Store Bekasi Metropolitan Mall. Increasing business competition requires companies to be more vigorous in marketing to attract and retain consumers. With these circumstances, the company is demanded to be more responsive to the desires of consumers and can communicate their products appropriately. The marketing strategy that companies can do is to provide information to consumers through the role of product sales staff (SPG and SPB), Product Display and Product Design.

## II. LITERATURE REVIEW

### A. The role of Sales Promotion Girl (SPG)

To market a product requires several activities that involve various resources. The involvement of resources in this case leads to the power of resources to manage a product so that it can be accepted in society. Promotional activities usually involve skills for each person, such as promotion activities through sales promotion girls. As a sales people for products, there is currently a personal selling department offering products and samples of products. This system is typically referred to as sales promotion, and because of gender, SPG (Sales Promotion Girl) and SPB (Sales Promotion Boy) are available (sales promotion boys). SPG is a career path engaged in the selling or promotion of a product. This profession is usually used by women who have good looking physical characteristics in an opportunity to capture consumer attention. SPG has its own culture which includes all unique set of values and behaviors. They can show their attributes through certain verbal or nonverbal language so as to form certain patterns of communication and interaction with consumers and with other SPG partners. An SPG not only must maintain her attitude in the offering area of product but also she must maintain her attitude when she was outside the company. Because if an SPG does something negative, the effect will reach the company. Being an SPG is not only beautiful and attractive, but also they must have ethics and skills. Ratmoyo stated that the ethics must be possessed by an SPG are looks beautiful, smells good, hears nice voice, feels right presence, and the most important, always smiles to consumers (Ratmoyo ratmoyo, 2014). In this case SPG is also demanded how to communicate effectively in order to convince consumers. SPG who is able to work effectively will provide a plus in the eyes of her superiors. In communicating with consumers, SPG must balance with body language as a confirmation of the products offered so as to provide more effects for consumers. Communication is carried out such as through verbal and nonverbal communication. The success or failure of the communication

depends on the self-concept possessed by the communicator because they behave according to the self-concept itself.

### B. Product Display

Display implementation is very important for a store because it is a sales technique, a good display implementation that is able to attract the attention of visitors and help them to easily observe, check and select the items and finally make an effective display implementation purchase will increase sales and can stimulate consumer buying interest display immediately can change the atmosphere of the store more attractive. According to William J. Schultz defines display is An effort to stimulate the attention and respect of consumers in the store or goods and to encourage a desire to purchase through direct visual appeal. (direct visual appeal) (Alma, 2011). Placing goods is important, especially the placement of goods in windows displays, interior displays, and exterior displays (M. Tohar, 2000).

Furthermore, the display is divided into 3 types (Alma, 2011), such as :

➤ **Windows Display**, which is displaying goods, pictures of price cards, symbols and so on in the store section called a storefront. Thus prospective customers who pass by the shops are expected to be attracted by these items and want to enter the store. The face of the shop will change if the windows display is replaced. This window display function has the following objectives:

- to attract the attention of people who pass by,
- good quality, or low prices, as the hallmark of the store,
- draw attention to special items sold by stores,
- to cause impulse buying (immediate impulse to buy),
- in order to appeal to the overall store power

➤ **Interior Display**, which is displaying goods, pictures, price cards, posters in the shop, for example on the shop glass, on the table, on shelves and so on. There are several types of interior displays:

□ Merchandise Display, Merchandise is displayed in a store and there are three forms of display:

- ✓ Open Display, Merchandise is displayed in an open place so they can be approached and held, seen and thoroughly by prospective buyers without the assistance of their sales officials, for example self display.
- ✓ Island Display, goods stored on well-arranged floors such as islands and so on.
- ✓ Closed Display, goods are displayed in a closed atmosphere. These items cannot be approached and held or examined by prospective buyers except with the assistance of an officer. Obviously this is aimed at protecting goods from damage, theft and so on;
- Architecture Display, showing goods in its use, for example in the living room, furniture in the bedroom, kitchen with equipment, and so on. This method can increase the appeal because goods are displayed realistically; store signs and decorations, signs, symbols,

symbols, posters, pictures, flags, slogans and so on are stored on a table or hung in a store.

Display is the layout of the goods by taking into the elements of the type and usefulness of the goods, making them neatness and beauty to attract consumers and leading customers to look, encourage, and decide to buy. No wonder the display which is basically part of this promotion is often referred to "*the silent salesman*". (Lina Rio Choriayati, 2013)

The display of the product will be succeed if it :

- Can create a commercial image or store image
  - Can be appetizing (interesting, informative, etc.)
  - Make it easier for buyers to find goods □ Highlight the types and brands of goods
  - Introduce new goods and increase sales.
- (Dr. Sopiha,MM,MPd & Syihabuddin,SE, 2008)

Display in order to attract consumers, must be:

- Neat and clean
- Easy to see, reach and search
- Right for the location
- Safe & attractive arrangement

### C. Product Design

There are many things can be done to stimulate consumer's purchasing interest, one of them is product design. The understanding of product design : Product design is one thing to increase the industry so that the products of the industry can be accepted by the public, because the products they get are in good quality, affordable prices, attractive product designs, get after sales service and so on (Husein, 2002) . Design has become the culmination point of the marketing, advertising and merchandising process. With varied product designs, it will be the main attraction. All company funds and activities aimed to build brand awareness and their company image, and it will show its success when consumers are interested in and decide to buy the products.

Design is the totality of features that affect the appearances and function of a product in terms of customer needs (Kotler & Keller, 2008). Product design functions to differentiate one product from another. Design can be interpreted as one of the broad activities of design and technology innovations that are conceived, created, exchanged (through buying and selling transactions) and functional (Rosnani, 2010). Design is essentially human efforts to empower themselves through the objects of creation to live a safer and more prosperous life (Sachari, 2005). Design is a unique dimension of a product. This dimension gives a lot of high emotional aspects in influencing customer satisfaction. Product design in a market that changes with the times, price and technology is not enough to provide satisfaction for consumers if the product does not have high emotional value. Design is a factor that often becomes the advantage of automotive companies, especially motorcycles.



Motorcycle manufacturers in Indonesia are currently competing to create motorcycles that have a unique and futuristic design. Product design also relates to a variety of attractive shapes and sizes. If the model simply explains the outer shape of the product, while the design is more than just epidermis but the design is the heart of the product that considers the external shape, creating a product form is easily safe, inexpensive to produce and economical to distribute. that a company must be able to create an attractive design that is different from similar competitors' products. The better the product design, the more easily the product accepted by consumers and the design will be the hallmark for the product being produced.

#### D. Consumer's Purchasing Interest

Interest is something that is personal and related to the attitude, that individual interested in an object will have the strength or drive to do it a series of behaviors to approach or obtain the object. Buying interest is a desire to buy a product or service due to good external influences and internal where the evaluation of the product or service to be done previously bought, while Sutisna and Pawitra suggest that buying interest is something related to consumer plans to buy certain products and how many product units needed in a certain period according to Julianti, Nuridja, & Meitriana.(SE,MM, 2019)

In the evaluation stage of the purchasing decision process, consumers form fondness / interest in brands in a selection of choices, consumers too might form an interest in buying the most preferred product. (Kotler, Calder, Malthouse, & Korsten, 2012). The reason for using buying interest in this research is to find out the extent to which online stores can influence consumers to buy products wanted through promos and diversity of products sold on the site.

#### E. The Relationship of Sales Girls Appearance, Product Display and Product Design to Consumer's Purchasing Interest

Sales Promotion Girl is a woman hired by a way to produce a brand. (Ratna Retnasih, 2001) This opinion sees the existence of SPG from its function, as the representative of a product. Furthermore, this opinion illustrates that the main task of SPG is to promote products. Based on the opinions of the experts above, it can be concluded that SPG is an effective way that can be used by companies to continue and realize the promotional messages they offered. So SPG not only increases product brand awareness, but also increases sales.

Rahart (M. Raharti, 2001) It noted that there have been many rules that must be followed by the sales promotion of girls, such as:

- Performance; This performance is a visual display that could be noticed by use of sight. In this view point,

performance further highlights the nature a person. This trait

measured by the outlook (physical appearance) and dress code design (clothing design), the size of the trait is subjective (each person may be different).

- Communicating Style; Absolute communication must be fulfilled by sales promotion girl because through this communication, it will be able to create interactions between consumers and sales promotion girls. This communication is measured by the style of speech and how to communicate. Measurement of communicating style is depended on consumers because it can be subjective.
- Body Language; This body language is more directed at physical movements (gentle, graceful, etc.). Body movement when offering products and physical touch (body touch) is a description of this body language. Measurement of body language is depended on consumers because it can be subjective. If it fulfills these condition, it is very possible that the sales promotion girls recruited by the company will be able to create a good perception of the product being advertised, and will be followed by purchasing interest.

In addition to the inherent Display, Product Design can also have an impact on the consumer's purchase interest. The design of a product has become one of the factors that need to get serious attention from the management, in particular the new product development team, because many of the intended consumers are starting to question the design problem of a product that can meet the needs and wishes of consumers. (Pradana & Revary, 2016). Product design is also one aspect of forming a product image. Companies are also increasingly aware of the importance of the marketing value of product design, especially the performance design. Many companies now recognize the importance of product design (Stanton, 2005). Good product design can attract attention to make purchases, improve product performance, cut production costs, and provide competitive advantage in

the target market (Kotler & Keller, 2008). The design aspect in marketing activities is one of the forms of attractiveness to a product. Design can shape or give attributes to a product, so that it can be a typical of a product brand. The characteristics of a product will eventually be able to distinguish it from similar products of the other brands from competitors (Kotler & Armstrong, 2018).

❖ *Theoretical Framework (Hypothesis)*

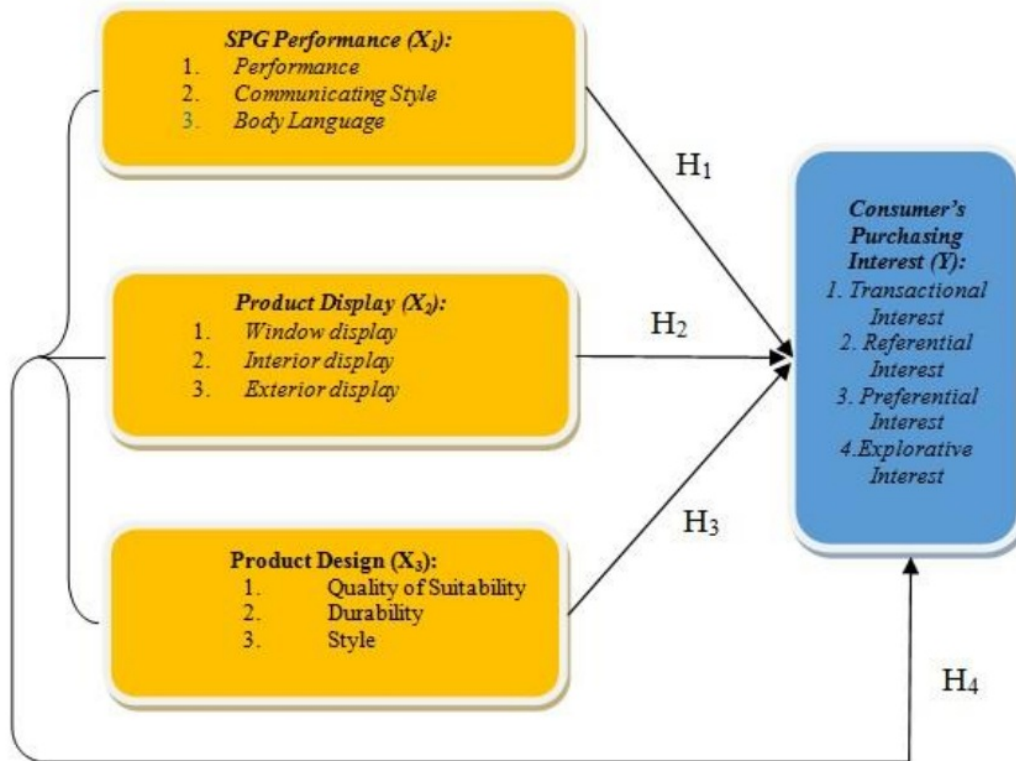


Fig 1:- Theoretical Framework (hypothesis)

Based on the problems that have been described above can be formulated as follows:

- Is there a positive and significant influence between the SPG performance against the purchase best interest of the consumer at PT. Matahari Department Store Bekasi Metropolitan Mall?
- Is there a positive and significant influence between product display against the purchase interest consumer's at PT. Matahari Department Store Metropolitan Mall Bekasi?
- Is there a positive and significant influence between product design against consumer's purchasing interest at PT. Matahari Department Store Bekasi Metropolitan Mall?

III. METHODS

A. Before Type of Research

This line of analysis is a statistical descriptive study and a fixed effects analysis, which is an assessment aimed at ensuring that SPG performance, store design and industrial

design can affect market interest in PT. Matahari Department Store Bekasi Metropolitan Mall and link it to scientific models and use questionnaire forms as a data collection tool.

B. Location of Research

This research has been carried out at PT. Matahari Department Store Metropolitan Mall and the object of research is the SPG of Matahari Department Store Bekasi Metropolitan Mall. The author has chosen the location of this research at PT. Matahari Department Store Bekasi Metropolitan Mall is because the author wanted to know how much consumer interest in this department store was influenced by GSP Performance, product display or product design.

C. Population Data and Samples

In this experiment the findings derived were generated from the total population of GSP Matahari Department Store Bekasi Metropolitan Mall of approximately 134 people. The sample used by research groups was too many as 100 people, taking into account the total population according to the Slovin formula. (sugiyono, 2007).

questionnaires. Matahari Department Store Bekasi Metropolitan Mall directly through an interview. Data were recorded using the spss statistical package 22, with these other tests, such as Content Validity, Reliability Analysis, Normality (Kolmogorov-Smirnov Test), Multicollinearity Experiment, Heteroskedasticity, Multiple Regression Analysis. Validate, Hypotheses Testing (Partially Test and Simultaneous Test) and Determination Coefficient Validation Test ( $r^2$ ).

❖ Reporting Research Results

A. Validity Test

Validity Test is used to evaluate the validity of the instrument. Validity Test is performed using a cause and effect relationship analysis method. The extrapolations from the results of all indexes expect substantial results ( $0.000 < 0.005$ ) so that it is concluded that each indicator is valid.

IV. RESULTS

Data collection techniques used by researchers in this study have been distributed to some of the SPG PT

		SPG_Performance	Product Display	Product Design	Purchasing Interest
SPG_Performance	Pearson Correlation	1	0.615**	0.582**	0.559**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	100	100	100	100
Product_Display	Pearson Correlation	0.615**	1	0.606**	0.572**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	100	100	100	100
Product_Design	Pearson Correlation	0.582**	0.606**	1	0.496**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	100	100	100	100
Purchasing_Interest	Pearson Correlation	0.559**	0.572**	0.496**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	100	100	100	100

Table 1:- Validity Test of SPG Performance, Product Display, Product Design and Purchasing Interest Variables  
Source : Data processed by SPSS

Variable	R Count	r table	Result
SPG Performance	0.696	0.1966	Valid
Product Display	0.715	0.1966	Valid
Product Design	0.663	0.1966	Valid
Purchasing Interest	0.631	0.1966	Valid

Table 2: Withn = 100, df = 100 – 2 = 98, r table is 0.1966  
Source : Data that is handled by SPSS.

B. Reliability Test

Such an test is carried out in order to determine the degree of consistency of the results of the respondents' replies. The following table shows the reliability findings of the outcome measures of the Sales Promotion, the product display and the consumer product design of interest. The findings of this study explain the value of Cronbach Alpha for each variable > 0.60, so that it can be decided that the measurement device is reliable. Except for maybe the product display variable, Cronbach Alpha 0.558 is below the 0.60 standard, which means unreliable.

Variables	Cronbach Alpha	Standard	Result
SPG Performance	0.824	0.60	Reliable

Product Display	0.558	0.60	Not Reliable
Product Design	0.842	0.60	Reliable
Purchasing Interest	0.658	0.60	Reliable

Table 3:- Reliability Test of Sales Promotion Performance, Product Display, Product Design, Purchasing Interest  
Sources: Data that is delivered by SPSS.

C. Normality Test by Kolmogorov-Smirnov Theory

The purpose of the Standardity Test is to test is not whether the interaction or residual variables in the correlation matrix have a normal distribution. The results indicates the value of the increment asymptotes (2 directions) from Sales Promotion Performance (0.000), Product Display (0.000), Product Design (0.000) and Purchasing Interest (0.000) is less than  $5-007 = 0.05$ , so that all the variables are not normal and have an important impacts.

One-Sample Kolmogorov-Smirnov Test					
		SPG_ Performance	Product Display	Product Design	Purchasing Interest
N		100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	22.20	22.63	22.16	21.98
	Std. Deviation	2.531	1.704	2.131	1.589
Most Extreme Differences	Absolute	0.212	0.151	0.205	0.145
	Positive	0.134	0.151	0.205	0.145
	Negative	-0.212	-0.149	-0.153	-0.118
Test Statistic		0.212	0.151	0.205	0.145
Asymp. Sig. (2-tailed)		0.000 <sup>c</sup>	0.000 <sup>c</sup>	0.000 <sup>c</sup>	0.000 <sup>c</sup>

Table 4:- Normality Test  
Source: Data that are processed by SPSS..

D. Test of Multicollinearity

The purpose of the Multicollinearity Testing is to evaluate whether a regression equation can find a relationship between the independent variables. In good predictor variables, there should be no correlation between variables. Multicollinearity can be seen from the relationships between the variables below 0.90 or the varying inflation factor (VIF) and the tolerance value. If the VIF value < 10 and the autonomous navigation of the independent variable > 0.10 are used, it can be argued that there is no multicollinearity between the selected independent variables. The results of this research have shown that all predictors have a variance inflation factor (VIF) value <10 and a tolerance value >0.10 and that there is no multicollinearity of independent factors.

Mod :1		Product_ Design	SPG_ Performance	Product_ Display
1	Correlations	Product_Design	1,000	-0,334
		SPG_Performance	-0,334	1,000
		Product_Display	-0,388	-0,405
Covariances	Product_Design	0,006	-0,002	-0,003
	SPG_Performance	-0,002	0,004	-0,003
	Product_Display	-0,003	-0,003	0,010

Table 5:- Multicollinearity Test  
Source : Data processed by SPSS.

E. Heteroscedasticity Test

A Scatterplot chart can be used to test the heteroscedasticity. A regression model is considered not to occur by means of a graph analysis If the dots are randomly dispersed and do not form a specific pattern which is clear and spread across and below zero on the Y axis. A heteroscedasticity scatterplot graph between the predictive value of dependent variables and independent variables may be used to determine if there are any symptoms of heteroscedasticity. The dots are randomly dispersed from the scatterplot



graph above and spread both above and below the zero point and the Y axis. It can be concluded that heteroscedasticity (homoscedasticity) is not present in the regression method, which suggests that the regression model may be used in the experiment.

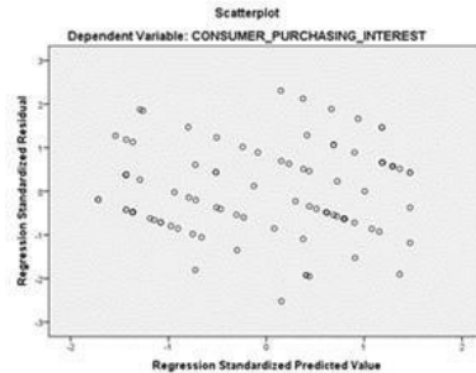


Fig 2:- Heteroscedasticity Test

**F. Multiple Linear Regression Analysis**

The results of the multiple linear regression analysis of the equation are presented below.

$$\text{Purchasing Interest} = 9,106 + 0,179 \text{ SPG Performance} + 0,290 \text{ Product Display} + 0,106 \text{ Product Design} + e$$

The Multiple Regressions model referred to above may be obtained from the following equation:

- A Correction factor of 9,106 indicates that the Purchasing Interest variable is 9,106 if the SPG Performance, Product Display and Product Design variables are duty of conditionally or equal to zero.
- The reduction coefficient of the SPG Performance variable is 0.179, that either means that if the value of the SPG Performance variable changes by one unit, and the Purchasing saving variable will also enhances by 0.179.
- The coefficient value of the Product Display variable is 0.290, which means that if the value of the Product Display variable tends to increases by one unit, the Purchasing Interest variable will also boosts by 0.290
- Regression equation of the Product Design variable is 0.106, which assumess that if the value of the Product Design variable increases by one unit, the Purchasing quantity variable will also raises by 0.106

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	9.106	1.704		5.345	0.000		
	SPG_Performance	0.179	0.066	0.285	2.698	0.008	0.553	1.809
	Product_Display	0.290	0.101	0.311	2.874	0.005	0.529	1.892
	Product_Design	0.106	0.078	0.142	1.353	0.179	0.562	1.780

Table 6: Linier Regression Test  
Sources: This data is analyzed by SPSS.

**G. Test of hypotheses**

➤ **Simultaneous Test (F Test)**

In this research project, the F method was used to test the degree of confidence of the GSP performance, the Product Display and the Product Design variables simultaneously affecting the Purchasing Interest variable. The findings of the empirical calculations shall reflect the amount of the calculation.  $F_{count} = 21,990 > F_{table} = 3,09$  and a significance value of  $0,000 < 0,05$ , this indicates that the SPG Performance, Product Display and Product Design Distribution of species simultaneously and significant the variable Purchasing Enthusiasm.

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	101.809	3	33.936	21.990	0.000 <sup>b</sup>

Residual	148.151	96	1.543		
Total	249.960	99			

Table 7:- Simultaneous F Test  
Source : Data processed by SPSS.

➤ Partial testing of t

To test the degree of confidence of the predictor variables for each variable, part of the regression model can be obtained using the t test shown in the table elsewhere here.

- Partial test results from the SPG value Performance hypothesis of  $t_{count} = 2.698 > t_{table} = 1.984$  with a significance value of 0.008 < 0.05, then it can be concluded that the SPG Performance variable has a **positive and significant impact** to the Purchasing Interest variable .
- Partial test results from the Product Display value hypothesis of  $t_{count} = 2.874 > t_{table} = 1.984$  with a significance value of 0.005 < 0.05, it can be concluded that the Product Display variable has a **positive and significant influence** on the Purchasing Interest variable .
- Partial test results from the variable of Product Design hypothesis for the value  $t_{count} = 1.353 < t_{table} = 1.984$  with a significance value of 0.179 > 0.05, it can be concluded that the Product Design variable has a **negative and insignificant effect** on the Purchasing Interest variable .

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.106	1.704		5.345	0.000	
	SPG_Performance	0.179	0.066	0.285	2.698	0.008	0.553
	Product_Display	0.290	0.101	0.311	2.874	0.005	0.529
	Product_Design	0.106	0.078	0.142	1.353	0.179	0.562

Table 8:- Partial t Test  
Source : Data that is compiled by SPSS.

H. Determination of Coefficient Test (r<sup>2</sup>)

The coefficient of correlation is then used to ascertain the degree to which the independent variable related to the dependent. The analysis of the correlation is defined as the value of the square r.

Based on the figure below, it should be said that the correlation coefficient obtained is 0.407 or in other words the SPG Performance, Product Display and Product Design variable have significant effect on Purchasing Interest variable by 40.7%, while the remainder (100% - 40.7% = 59.3%) is influenced by other variables outside this regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.638 <sup>a</sup>	0.407	0.389	1.242

Table 9:- Determination Coefficient Test (r<sup>2</sup>)  
Source : Data processed by SPSS

V. DISCUSSION

SPG is a profession engaged in promoting a product. This profession uses women who have attractive physical characteristics in an effort to attract the attention of consumers . 'Being an SPG is not only beautiful and

attractive, but they must have ethics and skills. Ratmoyo stated that the ethics must be possessed by an SPG are looks beautiful, smells good, hears nice voice, feels right presence, and the most important, always smiles to consumers (Ratmoyo ratmoyo, 2014). From this study, we know that SPG Performance not only increases product brand awareness, but also increases sales.

Display is the layout of the goods by taking into the elements of the type and usefulness of the goods, making them neatness and beauty to attract consumers and leading customers to look, encourage, and decide to buy. No wonder the display which is basically part of this promotion is often referred to "the silent salesman" (Lina Rio Choriayati, 2013). Besides SPG Performance, Product Design can also affect consumer's purchasing interest.

The understanding of product design: product design is one thing to increase the industry so that the products of the industry can be accepted by the public, because the products they get are in good quality, affordable prices, attractive product designs, get after sales service and so on (Husein, 2002). Nevertheless, from this study above, we know that this variable doesn't affect consumers to raise their purchasing interest.

## VI. CONCLUSION

The aim of this research is to identify the implications of SPG Performance, Product Display and Product Design for PT's purchase interest Matahari Department Store Bekasi Metropolitan Mall.

Based on the research findings of the current research, the researcher can conclude the findings of this study as follows: GSP Performance and Product Display parameters have a significant and positive impact on Purchasing Interest, but the other variable of Product Design does not really have a high direct impact on the Purchasing Interest variable.

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