

The Influence of Pricing and Location on Purchase Decisions at Carrefour Transmart (Case Study Of Carrefour Transmart Tangerang Center Consumers)

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Abstract:

This study was conducted with the aim to determine the effect of price fixing on purchasing decisions at Transmart Carrefour Tangerang Center, to determine the effect of location on purchasing decisions at Transmart Carrefour Tangerang Center, and to determine the effect of pricing and location on purchasing decisions at Transmart Carrefour Tangerang Center. This study uses quantitative research methods with a descriptive approach. Quantitative Research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses. Based on the results of the study, the t-value of $4.069 > 1.96$ means that the organizational climate has a positive and significant effect on employee performance. This means that if the organizational climate has increased, the performance of employees will also increase. The path coefficient is 0.232, which means that the contribution of the influence of organizational climate to employee performance is 23.2% and the remaining 76.8% are other factors not investigated.

Keywords: Influence Of Pricing, Location On Purchase Decisions, Carrefour Transmart

INTRODUCTION

The high public interest in shopping and being creative in shopping centers makes retail business actors see an opportunity to make a profit. Not only local retail players, but foreign modern retailers also make Indonesia a potential target. One type of modern retail that is

growing quite rapidly in Indonesia is Hypermarkets such as Transmart Carrefour, Giant, Hypermart, Lottemart and others.

Transretail Indonesia or better known as Carrefour Indonesia, was present in 1996 and officially opened its first outlet in Cempaka Putih, Jakarta, in 1998. As part of the second largest retail company in the world, Carrefour always strives to be committed to providing world-class services in the field of Indonesian retail. To date, Carrefour has 84 outlets spread across 28 cities/regencies throughout the archipelago. With more than 40,000 products offered, in 2010, Carrefour was recorded to have had more than 72 million customers in Indonesia. Since 2013, the sole share of Carrefour Indonesia has been owned by an Indonesian company, so that in the future more superior Indonesian products will be sold at Carrefour. Since the shares of Carrefour Indonesia were taken over, several Carrefour outlets have changed their names to Transmart Carrefour, one of which is Carrefour outlets located in Tangerang, Carrefour D'best Cikokol transformed into Transmart Carrefour Tangerang Center in 2014.

For the people of Indonesia, shopping is a must, especially in the process of meeting their daily needs. For this reason, retail players 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. So that to influence consumers in Indonesia, business people carry out various kinds of marketing strategies that attract consumers to make purchasing decisions.

Marketing mix strategy is a strategy that is often used by business people to attract consumer interest such as product, price, location, promotion, people, physical evidence and process. Decision making by consumers to purchase a product begins with an awareness of the fulfillment of needs and desires, which Assael calls need arousal. The process of making purchasing decisions by consumers cannot occur by itself, but there are factors that influence it (Layungsari, 2015:5). Natakusumah and Yuliat's (2015:3615) research further states that purchasing decisions are strongly influenced by the company's marketing mix. Consumers have their own judgment in deciding a product they will buy, ranging from product, price, location and promotion terms to suit their needs.

Carrefour Indonesia has proven its commitment in providing the best service to its consumers, in the last 3 years this company has received one of the prestigious Top Brand Awards, which is the most awaited award event by Indonesian brand people. With a large number of categories, the Top Brand Award ceremony is held twice a year: Top Brand Award Phase 1 (one) and Phase 2 (two). Top Brand Award winners are selected based on the results of a survey (TBI) conducted independently by Frontier Group. In 2018, the Top Brand survey involved more than 12,000 respondents and was carried out simultaneously in 15 major cities in Indonesia. The following is the Table of Top Brand Index Phase 2.

Table. 1
Top Brand Index Hypermarket

Name	2017	2018	2019
Transmart Carrefour	42,40%	32,30%	33,40%
Hypermart	19,10%	24,60%	19,60%
Giant	19,10%	14,50%	19,20%
Lotte Mart	7,70%	4,40%	2,30%
<i>Other Market</i>	11,70%	24.40%	25.50%
Total	100,00%	100,00%	100,00%

Source: www.topbrand-award.com

Based on Table 1.1 above, it shows that retail competition is experiencing quite tight competition where Transmart Carrefour is ranked first in this award, from 2017 - 2019 by placing Transmart Carrefour in first place, making this company the market leader for retail

companies in Indonesia. However, in percentage terms, Transmart Carrefour experienced a fairly high decline from 42.40% to 32.30% in 2018 but increased to 33.40% in 2019. Unlike the other three competitors under the position of Transmart Carrefour, the three competitors are Hypermart, Giant and Lotte Mart. With the achievement for 3 years, Transmart Carrefour proves that this company is the best retail company in Indonesia according to the Top Brand Index, but the decrease in the percentage of the Top Brand Index from Transmart Carrefour can be caused by various factors, such as competition with e-commerce, strategic policies in pricing , promotion and product quality.

Based on the data on the decrease in the Top Brand Index ranking above, the author is interested in conducting research at one of the Carrefour Transmart outlets, namely Transmart Carrefour Tangerang Center, which is located on Jl. Mh. Thamrin To find out more about the factors that influence the ranking decline.

To be able to attract consumer interest, companies must pay attention to consumer decision-making factors so that they decide to make a purchase. The following is the sales data of Transmart Carrefour Tangerang Center for the last 4 (four) years:

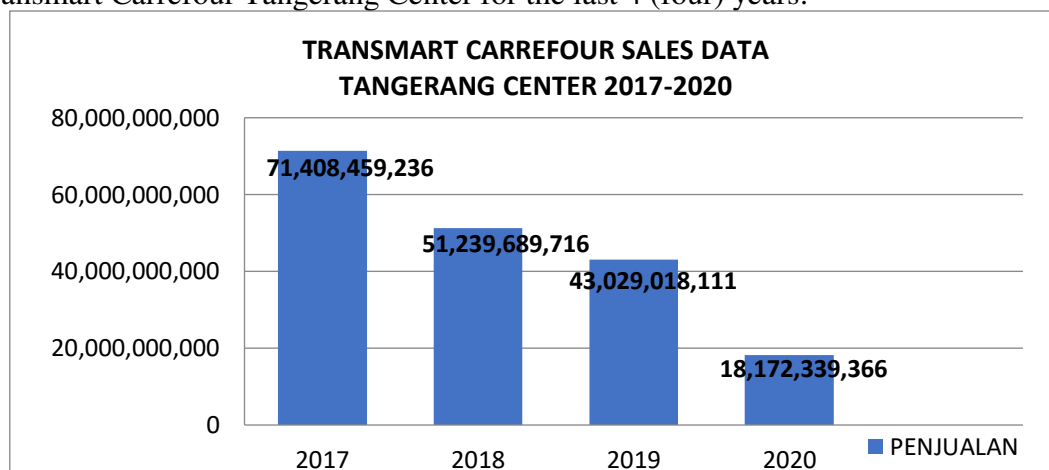


Figure 1. Sales Data Periode 2017-2020

Source : Data Penjualan PT. Transmart Carrefour Tangerang Center

Based on Figure 1. the sales of Transmart Carrefour Tangerang Center experienced a significant decrease from 2017 with sales figures reaching Rp. 71,408,459,236 compared to 2018 with sales of Rp. 51,239,689,716 and 2019 with sales of Rp. 43,029,018,111, while in 2020 there was a very significant decline in sales due to the covid-19 pandemic, where the government imposed restrictions on operating hours for retail companies.

One of the efforts that can be made by retail companies to attract consumers is to establish a marketing strategy. One of the marketing strategies that can be done is the marketing mix strategy. According to Setyaningrum et al (2015:85), "the marketing mix is a mixture of product, price, distribution channels, and promotion marketing strategies to satisfy the target market or produce the response desired by the target marketer".

Generally, price has a direct influence on consumers, consumers are interested in buying a product by looking at and considering the price, so that in fact sometimes pricing is quite influential on consumer satisfaction. Pricing is an important part of marketing. Setyaningrum et al (2015:127) explain that on the one hand pricing is a very critical strategic element, important in the marketing mix because it explains perceptions of quality, thus being an important contributor in positioning a product. On the other hand, pricing is a tactical variable because it can be changed quickly in terms of competition.

Setting the right price will get great attention from consumers, if the price set by the company is right and in accordance with the purchasing power of consumers, the selection of

a product will be imposed on the product. Pricing greatly affects whether consumers are satisfied or not in using a product. Pricing is one of the important considerations for consumers to buy products from a company. Usually a relatively cheap price will make consumers interested in buying a product. Transmart Carrefour has 3 main pillars that make Transmart Carrefour a shopping choice for consumers, namely competitive prices, complete choices, and satisfying service.

Tabel 2. Product Comparison Price

No	Products	Transmart Carrefour	Hypermart	Giant
1	Indofood sambal ekstra pedas 275 ml	Rp 11.000	Rp 9.990	Rp 10.000
2	Greenfields milk 1 liter	Rp 32.500	Rp 28.390	Rp 27.700
3	Frisian flag jelajah 1-3 800 gr	Rp 93.900	Rp 82.790	Rp 86.500
4	Mamy poko Pants Royal Soft Boy L28	Rp 97.500	Rp 86.390	Rp 84.900
5	Sangobion Kapsul 10's	Rp 17.500	Rp 15.200	Rp 11.800
6	SOS Pembersih Lantai 750m	Rp 9.900	Rp 8.990	Rp 8.000
7	Sunlight Lime Ref 1600ml	Rp 32.500	Rp 28.880	Rp 25.900
8	Pepsodent Pasta Gigi Action Charcoal/Cengkeh 160g	Rp 18.700	Rp 17.900	Rp 16.900
9	Downy Pelembut dan Pewangi Pakaian Pouch 720ml	Rp 33.500	Rp 31.490	Rp 32.700
10	Rinso detergen 1,8 kg	Rp 46.100	Rp 42.490	Rp 41.000

Source : Data processed by researchers (2021)

Based on table 2 above, we can compare that the prices of products sold by Transmart Carrefour Tangerang Center are more expensive than the prices of products sold at Hypermart and Giant. Where we can conclude that the prices of products offered by Hypermart and Giant are more affordable than Transmart Carrefour Tangerang Center. One example of Frisian flag milk products cruising 1-3 800 gr where Transmart Carrefour Tangerang Center gives a price of Rp. 93,900 while Hypermart Rp. 82,790 and Giant Rp. 86,500. as well as other products.

In addition to price, location is one of the marketing mix strategies that can influence purchasing decisions, Kotler and

Armstrong (2012:613) in Daniaty, 2017:126 defines location as a company activity that makes products available to targets. Location is a distribution channel, namely a set of interdependent organizations that are seen in the process of making a product or service ready for use or consumption. Meanwhile, according to Lupiyoadi (2013:157) in (Hakim, 2016:5) explains that location is a decision made by the company regarding where its operations and staff will be located. The importance of location to a company depends on the type and degree of interaction involved.

At first the Transmart Carrefour Tangerang Center was very strategic. Located on the main street of the city, namely Jl. M.H. Thamrin, Tangerang, with a building that is easily visible from the main road and has ample parking facilities. But the situation changed after the construction of the Tangcity Mall. As a result of this development there has been a considerable change in the layout of the roundabout. Likewise for consumers who use public transportation, where access to enter from public transportation stops is also quite far. This is exacerbated by the construction of Carrefour also in the mall. So that consumers prefer to shop at Carrefour

Tangcity because the location is easier to reach, as well as being able to take a walk or wash their eyes in the mall. This of course will affect the sales of Transmart Carrefour Tangerang Center

Based on the description of the background that has been stated above, the authors are interested in conducting research with the title: "The Influence of Pricing and Location on Purchase Decisions at Carrefour Transmart (Case Study of Carrefour Transmart Tangerang Center Consumers)".

RESEARCH METHOD

This study uses quantitative research methods with a descriptive approach. Quantitative Research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses (Sugiyono, 2017:8). Meanwhile, according to Tersiana (2018:13), "quantitative research is research based on findings, which are carried out using statistical procedures or other quantitative methods (measurement). The quantitative approach focuses on symptoms that have characteristics or what are called variables.

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The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017:81). Meanwhile, Tersiana (2018: 77) explains that the sample is part of a number of characteristics possessed by the population used for research which later the conclusions from the study apply to the population.

The sampling technique used in this study is Simple Random Sampling, namely the taking of sample members from the population is carried out randomly without regard to the strata that exist in the population. This method is carried out if members of the population are considered homogeneous. Sugiyono (2017:82).

In a research conducted, a researcher will use the collected data as the main ingredient in the data processing process in order to solve research problems. However, the data itself is divided into primary data and secondary data, Sunyoto (2014: 28).

The measurement scale used in this study is a Likert scale. Where the measured variables are translated into variable indicators. Variable values with certain instruments can be expressed in the form of numbers. The answer to each instrument item that uses a Likert scale has a gradation including the following words.

RESEARCH RESULTS AND DISCUSSION

Based on the results of the study, the t-value of $4.069 > 1.96$ means that the organizational climate has a positive and significant effect on employee performance. This means that if the organizational climate has increased, the performance of employees will also increase. The path coefficient is 0.232, which means that the contribution of the influence of organizational climate to employee performance is 23.2% and the remaining 76.8% are other factors not investigated.

1. Management

In general, the notion of management is defined as a series process, planning, organizing, mobilizing, and controlling activities carried out to achieve predetermined goals or targets, in a company management has an important meaning to achieve company goals. Management is only a tool to achieve the desired goals, good management will facilitate the realization of company goals. According to Malayu S.P Hasibuan (2017:1), "Management is the science and art of managing the process of utilizing human resources and other resources effectively to achieve a certain goal". Meanwhile, according to Daft (2010) in Wibowo (2017:2) defines management as the achievement of organizational goals in an effective and efficient manner through planning, organizing, leading and supervising organizational resources.

A. Fungsi Manajemen

According to Hasibuan (2017:3) management functions include planning, organizing, actuating and controlling. In general, there are management functions that are widely known to the public, namely as follows:

- a. Planning (Planning); The planning function is an activity of making company goals and followed by making various plans to achieve these predetermined goals,
- b. Organizing; The organizing function is an activity on human resources and other physical resources owned by the company to carry out predetermined plans and achieve company goals,
- c. Directing (Actuating); The directive function is a management leadership function to increase work effectiveness and efficiency to the maximum as well as create a healthy, dynamic work environment and so on,
- d. Controlling; The control function is an activity to assess performance based on standards that have been made and then make changes or improvements if needed.

B. Management Element

According to Hasibuan (2017:2) there are 6 basics of management, namely the existence of cooperation between a group of people in formal ties, the existence of common goals and the same interests to be achieved, the existence of an orderly division of work, duties, and responsibilities, the existence of a relationship formal and good orderly ties, the existence of a group of people and the work to be done, and the existence of a human organization.

2. Understanding Marketing Management

According to Kotler and Armstrong (2016) in Setyaningrum et al (2015:11), "Marketing management is the art and science of choosing target markets and building mutually beneficial relationships with these markets". Meanwhile, according to Kinnear and Kenneth (1990) in Setyaningrum et al (2015:11), "Marketing management is the analysis, planning, implementation, and control of decisions about marketing in the areas of product offering, distribution, promotion, and pricing. (price). Its purpose is to encourage and facilitate exchanges that are mutually satisfying and that meet the goals of the organization".

Another understanding is also put forward by Sumarni (in Sunyoto, 2014: 221), "Marketing management is the analysis, planning, implementation, and control of programs designed to create, establish, and maintain profitable exchanges with the organization's target buyers".

Marketing Management aims to provide good service to customers or consumers because only with good service, consumers will be satisfied using the company's products/services, so that they will always buy the products or services offered by the company. Therefore, companies need to build an appropriate marketing strategy to achieve these goals.

A. Marketing

One of the branches of economics is the field of marketing science, where over time marketing science expresses different opinions regarding the notion of marketing, but basically the notion of marketing has the same purpose and objective, namely how to get goods and services at the right time with the same cost. can be produced as efficiently as possible and can later be of interest to consumers.

Each discipline has a definition that clearly defines the scope and content of what is covered, defines its boundaries and explains the main issue or topic.

The formal definition of marketing expresses clearly the meaning or significance of marketing. Although there are various definitions put forward by marketing experts, in general there are two formal definitions that are most widely referred to, namely:

1. "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings of value to customers, clients, partners, and society at large" (American Marketing Association).
2. "Marketing is a management process that identifies, anticipates and provides what customers want efficiently and profitably" (UK Chartered Institute of Marketing) Tjiptono and Diana (2020:3).

According to Setiyaningrum et al (2015:1) stated that marketing (marketing) is a very important and dynamic subject, because marketing involves daily activities in a society. Marketing activities have occurred since hundreds of centuries when humans began exchanging goods produced based on their respective expertise.

Meanwhile, according to Philip Kotler (1967:12) in Setiyaningrum et al (2015:7), "Marketing is an activity of analyzing, organizing, planning, and supervising resources, policies, and activities that befall the company's customers with the aim of satisfying the needs and desires of the group. selected customers for profit.

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers in ways that benefit the organization and its stakeholders. And the essence of marketing (marketing) is to identify and meet human and social needs. A good and short definition of marketing is "meeting needs in a profitable way". (AMA, in Kotler and Keller 2012:5).

B. Marketing Concept

Marketing strategy development is a choice among the various marketing philosophies that guide strategy making.

According to Setiyaningrum (2015:11) there are five concepts of marketing strategy called the marketing concept, namely:

1. Production Concept (Production Concept); The company will manufacture and distribute the products it can manufacture most efficiently (cheapestly) and assume that there is a market for those products.
2. Product Concept; This concept says that consumers will buy products that have the most quality in performance and have attractive features. People will only buy the product if it fulfills their desire, regardless of the price issue.
3. Selling Concept; The selling concept emphasizes the effort to sell as many products as possible regardless of whether the product will satisfy consumers or not. In this effort, marketing will use every effort to convince consumers that the product is the best and worth buying.
4. Marketing Concept (Marketing Concept); Manufacturers must first analyze customer needs, then make decisions designed to satisfy those needs. The marketing concept concerns:

- a) Focusing on consumer needs.
 - b) Integrate all organizational activities, including production to satisfy these needs.
 - c) Obtain long-term benefits through satisfaction of consumer needs.
5. Social Marketing Concept; The concept of social marketing is an approach to decision making that focuses on the needs of consumers and their social consequences. This concept integrates all organizational activities to specifically satisfy the long-term interests of consumers and of society in general.

Meanwhile, according to Kotler & Keller (2012:12) states to understand the marketing function it is necessary to understand the following set of core marketing concepts:

1. Needs, Wants, and Demands.

Needs are basic human requirements of life. People need air, food, water, clothing and shelter to survive. People also have a strong need for recreation, education, and entertainment. These needs become wants when directed to certain objects that can satisfy those needs. And demand is the desire for certain products backed by the ability to pay.

2. Target Market, Positioning, and Segmentation.

A marketer cannot satisfy all consumers in one market, because they have different needs. So marketers divide the market into several segments. They identify and profile a variety of buyers, who may require a diverse product and service mix, by examining demographic, psychographic, and behavioral differences between buyers. Then the marketer decides which segment has the greatest opportunity and will be the target market. For each segment, the company develops a market offering that is positioned in the minds of the target buyers for the ultimate advantage.

3. Offers and Brands

Companies meet needs by proposing a value proposition which means the set of benefits they offer to meet customer needs. This value proposition has an intangible nature so it must be transformed into a tangible one with an offer. Offers can be a combination of products, services, information, and experiences. A brand is an offer from a known source.

a) Value and Satisfaction

Value is a concept that is central to its role in marketing. And satisfaction is a person's assessment of product performance or results related to expectations. If performance fails to meet expectations, the customer is dissatisfied, if performance exceeds expectations, the customer will be very satisfied and happy.

b) Marketing Channel

To reach the target market, marketers use three types of marketing channels. Communication channels convey and receive messages from target buyers. Distribution channels to sell or deliver products or services to customers. Service channels to make transactions with potential buyers or customers.

c) Supply Chain

The supply chain is a long process channel from raw materials to the final product that is delivered to the final buyer.

d) Competition

Competition is all distribution products and offers offered by competitors, both actual and potential and taken into account by buyers.

e) Marketing Environment

The marketing environment consists of a task environment and a broad environment. The task environment is the actors involved in production including companies, distributors, suppliers, dealers and target customers. While the broad environment consists of several components, namely the demographic environment,

the economic environment, the physical environment, the technological environment, the legal political environment, and the socio-cultural environment.

CONCLUSION

Based on the results of research and discussion in this study, the authors draw the following conclusions:

1. Pricing Variables on Purchase Decisions

There is a relationship between Price Fixing and Purchase Decisions at Transmart Carrefour Tangerang Center. The results of the correlation test are 0.761, which means that there is a strong relationship. It is also proven by the results of t arithmetic where Pricing (11.438) > t table (1.985) with a significant value of 0.000 < 0.05, which means H1 is accepted. Thus, there is a positive influence between Pricing and Purchase Decisions.

2. Location Variable on Purchase Decision

There is a relationship between Location and Purchase Decision at Transmart Carrefour Tangerang Center. The results of the correlation test are 0.242, which means that there is a moderate relationship. It is also proven by the results of t arithmetic where Location (2.435) > t table (1.985) with a significant value of 0.000 < 0.05, which means H2 is accepted. Thus, there is a positive influence between Pricing and Purchase Decisions.

3. Variables of Pricing and Location on Purchase Decisions

There is a relationship between Price and Location Determination on Purchase Decisions at Transmart Carrefour Tangerang Center. Based on the results of the regression analysis in table 4.17, the regression equation $Y = -0.115 + 0.726 X_1 + 0.286 X_2 + e$. With the results of the correlation test of 0.779, it means that there is a strong relationship. It is also evidenced by the results of the calculated F price and location determination (72.535) > F table (3.09) and a significant value of 0.000 < 0.05, which means that H1 and H2 are accepted. Therefore, there is an influence of Price and Location Determination on Purchase Decisions.

SUGGESTION

Based on the conclusions from the results of the research that has been done, the suggestions in this study are as follows:

1. Pricing Variables

Based on the results of the questionnaire on the pricing variable on the price affordability indicator, an average score of 2.90 was the lowest in this study, meaning that it is necessary to review the pricing policy set by the company, even though the pricing policy is not one of the motivating factors for consumers to make decisions. However, with price competition in every company engaged in retail, it requires companies to evaluate pricing policies by increasing the price discount for each product or doing more bundling strategies so that consumers are more interested in buying the products offered by the company so that the price set by the company is expected. company can be more competitive with competitors.

2. Location Variables

Based on the results of the questionnaire on the location variable where the parking lot indicator got an average score of 3.04 which is the lowest in this study, the implementation of the location should optimize all the factors owned so that there will be a balance of each factor in the location dimension at Transmart Carrefour Tangerang Center. From the parking lot indicator the lowest score is in the parking lot security statement, which means the company must pay more attention to the condition of the parking lot so that consumers or consumers are more comfortable and feel safe with the condition of the parking lot.

3. Purchase Decision Variables

Based on the results of the questionnaire on the pricing variable on the problem recognition indicator, an average score of 2.75 was the lowest in this study. For the development of the company in increasing sales of the company's products, purchasing decisions are very important to consider especially in determining the price of each product sold.

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