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THE EFFECT OF PRICE PERCEPTION AND PRODUCT COMPLETENESS ON THE DECISION TO PURCHASE HEAVY EQUIPMENT SPARE PARTS AT CV. CHATRA POWER PART IN PEKANBARU

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ABSTRACT

This study aims to determine the Influence of Price Perception and Product Completeness on Purchase Decisions for Heavy Equipment Spare Parts at CV Chatra Power in Pekanbaru. This study is a quantitative study with variables of price perception and product completeness on purchasing decisions. This study uses a data collection technique by distributing questionnaires. The number of samples in this study was 55 respondents taken using the slovin technique. The data analysis technique used is descriptive statistical analysis and inferential statistical techniques using the validity test formula, reliability, classical assumption test, multiple linear regression, t-test, F-test, and coefficient of determination. The results of the study indicate that price perception has a significant effect on purchasing decisions and product completeness has a significant effect on purchasing decisions. While price perception and product completeness have a significant effect on purchasing decisions. Then it is also known that the contribution of the presentation of the influence given by price perception and product completeness is 54.8% and the remaining 45.2% comes from other variables not included in this study. And it can be concluded that price perception and product completeness have an effect on purchasing decisions for heavy equipment spare parts at CV Chatra Power Part in Pekanbaru.

Keywords: Price Perception, Product Completeness, Purchasing Decision

INTRODUCTION

The heavy equipment business in Indonesia is quite potential considering that the Indonesian government has implemented various development programs in various regions of Indonesia such as repairing roads, bridges, traditional markets and buildings for public facilities, then supported by the increasing domestic mining sector, forestry sector, agriculture and plantation sector and the industrial sector which is growing rapidly where mining is one of the sectors that dominates the demand for heavy equipment. The relevant factors to be studied in the heavy equipment business can be the lifespan of heavy equipment which can be influenced by the selection of the right spare parts. Heavy equipment spare parts are components or parts used to replace or repair damaged or worn parts on heavy equipment such as excavators, bulldozers, loaders, graders, and the like. This heavy equipment is used in various construction, mining, and other industrial projects. Heavy equipment spare parts can include various types of components, such as

engines, hydraulic systems, gears, tires, wire glass and many more. The types of brands sold are also diverse such as Hitachi, Sumitomo, Kobelco, Komatsu, and others.

Many retail companies sell heavy equipment spare parts, One of the companies engaged in the field of heavy equipment spare parts is CV Chatra Power Part which has been established since 2014 implementing a spare part buying and selling system where buyers are diverse from CV, PT and individuals. Where CV Chatra Power Part is open every Monday - Saturday. Consumers are the most important thing in the sustainability of every business, therefore it is important to study purchasing decisions to find out how consumers decide on the purchasing process. Before deciding to buy, it will be adjusted to the needs and benefits of the product to be purchased. Purchasing decisions are actions that are influenced by several factors that will make consumers consider everything and ultimately consumers buy the products they want

The following is sales data for heavy equipment spare parts at CV Chatra Power Part in Pekanbaru as follows:

Heavy Equipment Spare Part Sales Data Table at CV Chatra Power Part in Pekanbaru 2020 – 2023

No	Year	Sale	Number of Consumers	Percentage of Development
1	2020	Rp. 22,811,460,900	212	-
2	2021	Rp. 21,600,680,800	185	-5.31%
3	2022	Rp20,450,600,700	154	-5.32%
4	2023	Rp21,200,250,700	124	3.67%

Source: CV Chatra Power Part Pekanbaru, 2024

Based on the data in table 1.1 shows that there is a decrease in the number of sales at CV Chatra Power Part Pekanbaru. Changes in consumer behavior in the need for goods do not necessarily occur without a clear reason. Not every consumer will necessarily buy products at CV Chatra Power Part Pekanbaru

Price perception has a strong influence on purchasing decisions. Price perception is how consumers view high to low prices. The assessment of a price as expensive or cheap from each individual's thoughts is very different. Because it depends on the individual's thoughts so that it influences purchasing decisions. So far, consumers have always had the perception that the price of products offered by CV Chatra Power Part in Pekanbaru is a reasonable price.

Comparison Table of Heavy Equipment Spare Part Prices at CV Chatra Power Part and PT Tractor Belindo Jaya

No	Tool Name	Price			
		CV Chatra Power Part		Tractor Belindo Jaya	
1	Banjo	Rp	10,000	Rp	9,500
2	Adapter	Rp	9,000	Rp	8,500
3	Grinding stone	Rp	11,000	Rp	9,500
4	Steel Bolt	Rp	8,000	Rp	7,400

HinSource: CV Chatra Power Part data, 2024

Based on table 1.2, it shows that the price of spare part products sold at CV Chatra Power Part Pekanbaru is more expensive than Tractor Belindo Jaya. because the price is expensive and the quality of spare part products at CV Chatra Power Part has decreased because many competitors have succeeded in competing with the quality of spare parts with more affordable prices such as PT Tractor Belindo Jaya. PT Tractor Belindo Jaya has affordable prices with good product quality. In addition to price perception, the factor that influences decision making is the completeness of the product. The types of products, brands and variations of product sizes available at CV Chatra Power Part in Pekanbaru are incomplete. In field observations, it was found that there were types of products that were not available such as bomb glass sh 210, black welding glass, sanny upper windshield. Brands that are not available such as caterpillar, and there are several products whose sizes are not available such as rb26 3.2mm welding wire, zx210- 5g front door glass

THEORETICAL REVIEW

Buying decision

According to Andrian et al (2022:112) explains that a purchasing decision is a thought where individuals evaluate various choices and decide on a product from among many choices. According to Kotler & Armstong (2012) in Zusrony (2021:35) defines a purchasing decision as a decision-making process for purchases that includes determining what to buy or not to buy. According to Tjiptono (2008) in Endang et al (2023) a purchasing decision is a process where consumers recognize their problems, seek information about certain products or brands and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision.

Price Perception

According to Campbell in Cockril and Goode (2015:368) price perception is a psychological factor from various aspects that have an important influence on consumer reactions to prices. That is why price perception is the reason why someone makes a decision to buy. According to Schiffman and Kanuk (2013:137) perception is a process of an individual in selecting, organizing, and translating incoming information stimuli into a comprehensive picture. Price perception is how consumers see prices as high, low and fair. This has a strong influence on both purchasing interest and satisfaction in purchasing. Price perception is related to how price information is fully understood and gives deep meaning to consumers. According to Kotler and Armstrong (2015:96) the factors that influence price perception, namely (1). Internal factors are the company's marketing objectives, organizational considerations, marketing mix strategy agencies. (2). External factors consist of market conditions and demand, competition, intermediary expectations, and environmental factors such as socio-economic conditions, government policies and regulations, culture and politics. According to Arifin and Negara (2021:93), the price perception indicators are: (1) Reasonable Price. Consumers will assess whether a price set by the marketer is reasonable or not. (2) Price Comparison with Similar Products. Prices are determined through consideration and comparison with other comparable products.

Product Completeness

According to Kotler, product completeness is the availability of all types of products offered to be owned, used, or consumed by consumers produced by a producer. Utami (2010:162) states that the definition of product completeness is the diversity of products concerning the depth, breadth, and quality of the products offered as well as the availability of these products at all times in the store. According to Alreza (2013), product completeness is the activity of procuring goods that are in accordance with the business run by the store (food-based products, clothing, household goods, general products, etc. or a combination).According to Safitri et al., (2017), in Didik Gunawan (2022:22-23) the things that must be considered from the product completeness indicator are as follows: (1) Product completeness, the number of categories in a store or department store and the various types of products offered by the company with different types of goods. (2) Product brand, the relationship between demand and quality is generally met or the number of product brands offered. (3) Variation in product size, goods that can be seen from small to large sizes, such as product shape, model and structure of the product. (3) Variation in product quality, goods that have quality standards in the product category from packaging, labels, product durability and so on.

METHODOLOGY

This research was conducted at CV Chatra Power Part Jalan Riau Ujung No. 250, Air Hitam, Pekanbaru City, Riau Province. This research was conducted for 6 months from November 2023 to April 2024.

. Respondents in this study were 55 buyers at CV Chatra Power Part in Pekanbaru. The data sources used by the author for this study were Primary Data obtained directly from the source in the form of direct observation through a questionnaire. Secondary Data was obtained from company documentation used to support data obtained through field research and also books (literature) related to the problem being studied.

RESULTS

Validity Test

Validity Test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. Significance Test is done by comparing the calculated r value with the r table (Gozhali, 2017: 51). The r value is seen through the Corrected Item Total Correlation column and the r table at a significant level (α) = 5% with df = n-2 (Sugiyono, 2017: 276).

Meanwhile, for the validity test results on the Price Perception variable, the results obtained that the r count value ranged from 0.604 to 0.892. So from the test results obtained that the r count value> from the r table value of 0.25, it can be concluded that the Price Perception variable consisting of 6 statement items has a correlation value greater than r table and is declared valid. For the validity test results on the Product Completeness variable, the results obtained that the r count value ranged from 0.620 to 0.881. So from the test results obtained that the r count

value> from the r table value of 0.25, it can be concluded that the product completeness variable consisting of 12 statement items has a correlation value greater than r table and is declared valid. And for the Purchase Decision variable, the r count value ranged from 0.274 to 0.868. So from the test results it was obtained that the calculated r value was > from the r table value of 0.25, so it can be concluded that the Purchase Decision variable consisting of 15 statement items has a correlation value greater than r table and is declared valid.

Reliability Test

To measure the reliability of observations, the Cronbach Alpha Technique is used by comparing the alpha value with its standard using the SPSS 23 statistical test tool with the following provisions: If Cronbach Alpha > 0.6 then the observation instrument is declared reliable. If Cronbach Alpha < 0.6 then the observation instrument is declared unreliable.

Reliability Table

No	Vvariable	*Cronbach's Alpha*	*Rallyable*
1	Price Perception (X1)	0.929	*Rallyable*
2	Product Completeness (X2)	0.949	*Rallyable*
3	ToPurchase decision (Y)	0.948	*Rallyable*

Source: SPSS processed data, 2024

Based on the reliability test in the table, the Cronbach's Alpha value for each variable is greater than 0.6, which shows that the variables studied meet the requirements for consistency.so it can be said that all measurement concepts for each questionnaire variable are reliable.

Normality Test

Where the data is normally distributed, namely if the asmp.sig value (2 tailed) > 0.05, the results of the data normality test can be seen in the following table:

Table: Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		55
Normal Parametersa,b	*Mean*	.0000000
	Std. Deviation	5.84590724
Most Extreme Differences	*Absolute*	.109
	Positive	.109
	Negative	-.101
Test Statistics		.109
Asymp. Sig. (2-tailed)		.157c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS processed data, 2024

From the table above, it can be seen that the results of the normality test show that the significant value of the Kolmogorov-Smirnov test is 0.157 > 0.05, which is normally distributed, so the data can be used for further research.

Multicollinearity Test

Multicorrelation testing aims to see whether there is a perfect relationship between independent variables, because in classical assumptions this should not happen. Multicorrelation testing is done by looking at the VIF value, with the following criteria:

a. If VIF < 10 then there are no symptoms of multicollinearity among the independent variables.
b. If the VIF value > 10 then there are symptoms of multicollinearity among the independent variables.

Multicollinearity test table

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	10,319	5,517		1,870	.067		
	PRICE PERCEPTION	1,680	.225	.684	7,463	.000	.996	1,004
	PRODUCT COMPLETENESS	.212	.072	.269	2,937	.005	.996	1,004

a. Dependent Variable:BUYING DECISION

Source: SPSS processed data, 2024

Based on the table, it can be analyzed that the VIF value obtained in the model <10 and tolerance> 0.10. This means that the analysis results show no multicollinearity problems so that the test is feasible using a multiple regression model. This means that the analysis results show no multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic (Ghozali 2018; 137). The Heteroscedasticity Test can be seen in the following table:

Heteroscedasticity Test Table

Correlations

			PRICE PERCEPTION	PRODUCT COMPLETENESS	Unstandardized Residual
Spearman's rho	PRICE PERCEPTION	Correlation Coefficient	1,000	.090	.127

	Sig. (2-tailed)	.	.514	.355
	N	55	55	55
PRODUCT COMPLETENESS	*Correlation Coefficient*	.090	1,000	-.129
	Sig. (2-tailed)	.514	.	.346
	N	55	55	55
Unstandardized Residual	*Correlation Coefficient*	.127	-.129	1,000
	Sig. (2-tailed)	.355	.346	.
	N	55	55	55

Source: SPSS processed data, 2024

Based on the table above, it can be seen that the sig value (2-tailed) is greater than 0.05 so it can be concluded that the model does not contain heteroscedasticity.

Multiple Linear Regression Analysis

To test the hypothesis that there is an influence between Price Perception and Product Completeness on Purchasing Decisions at CV Chatra Power Part Pekanbaru with data analysis using multiple linear regression analysis using the SPSS program. The results of the multiple linear regression analysis can be seen in the following table:

Table: Results of Multiple Regression Analysis

Coefficientsa

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	*T*	*Sig.*
		B	*Std. Error*	*Beta*		
1	*(Constant)*	10,319	5,517		1,870	0.067
	PRICE PERCEPTION	1,680	0.225	0.684	7,463	0
	PRODUCT COMPLETENESS	0.212	0.072	0.269	2,937	0.005

a. Dependent Variable:BUYING DECISION

Source: SPSS processed data, 2024

Based on the table, it can be seen that the multiple linear regression equation produced in this study is as follows:

Y = a + b1X1 + b2X2

Y = 10.319 + 1.680X1 +0.212X2

Based on the multiple linear regression table, it can be explained:

1. Constant value of 10.319, meaning that if Price Perception (X1) and Product Completeness (X2) are assumed to have a value of 0, then the Purchase Decision

(Y) has a value of 10.319.
2. The regression coefficient value of 1.680 states that Price Perception (X1) has increased by 1 unit with the assumption that the Product Completeness value (X2) is the same as constant (fixed), then the Purchase Decision (Y) will increase by 1.680.
3. The regression coefficient value of 0.212 states that Product Completeness (X2) has increased by 1 unit with the assumption that Price Perception (X1) is the same as constant (fixed), then the Purchase Decision (Y) will increase by 0.212.

t-test

This test aims to determine the significant influence of each independent variable on the dependent variable. Hypothesis testing is done by comparing the calculated t value with the t table at alpha 5% and degree of freedom (df) = nk-11 = 55-2-1 = 53, then the t table is 2.006. The t test is conducted to further examine which of the two independent variables has a significant effect or not on the Purchasing Decision presented in the following table.

t-Test Results Table

Coefficientsa

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	*T*	*Sig.*
		B	*Std. Error*	*Beta*		
1	*(Constant)*	10,319	5,517		1,870	0.07
	PRICE PERCEPTION	1,680	0.225	0.684	7,463	0
	PRODUCT COMPLETENESS	0.212	0.072	0.269	2,937	0.01

a. Dependent Variable:BUYING DECISION

Source: SPSS processed data, 2024

Based on the research results, the following conclusions can be drawn:
1. The Price Perception variable has a valuetcount 7.463 > ttable 2.006 and significance value of 0.000 < 0.05 then Price Perception has a significant influence on Purchasing Decisions
2. The Product Completeness variable has valuestcount 2.937 > ttable 2.006 and the significance value is 0.005 < 0.05, so Product Completeness has a significant effect on Purchasing Decisions

F Test

Testing criteria if F count < F table and significance > 0.05, then the hypothesis is rejected, meaning that the independent variables together do not have a significant effect on the dependent variable. If F count > F table and significance value < 0.05, then the hypothesis is accepted, meaning that the independent variables together have a significant effect on the dependent variable. Based on the regression test conducted, the following calculated f values were obtained:

Table: F Test results

ANOVA

Model	***Sum of***	**df**	***Mean***	**F**	**Sig.**

		Squares		*Square*		
1	*Regression*	**2394.68**	**2**	**1197.34**	**33,738**	**.000b**
	Residual	**1845.43**	**52**	**35,489**		
	Total	**4240.11**	**54**			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PRODUCT COMPLETENESS, PRICE PERCEPTION

Source: SPSS processed data, 2024

From the table it can be seen that the f count is 33.378 and the significance is 0.000. By using alpha = 0.005 or 5% shows that the calculation of f count 33.378> f table 3.18 and the Sig. (0.000) <0.05 then it can be concluded that the variables of Price Perception and Product Completeness simultaneously have a significant influence on purchasing decisions at CV Chatra Power Part Pekanbaru)

Adjusted R Square Determination Coefficient

The coefficient of determination is a quantity that shows the magnitude of the variation of the dependent variable that can be explained by the independent variable, in other words, this coefficient of determination is used to measure how far the independent variable explains the dependent variable. A small adjusted R2 value means that the ability of the independent variable to explain the dependent variable is very limited.. The results of the determination coefficient calculation can be seen in the following table:

Table: Results of Determination Coefficient Test

Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.752a	0.565	0.548	5.957

a. *Predictors: (Constant)*, PRODUCT COMPLETENESS, PRICE PERCEPTION

The results of the determination coefficient test in the study show that the adjusted R2 value is 0.548, this means that the Price Perception and Product Completeness variables contribute to the Purchase Decision variable by 54.8%, while the remaining 45.2% is influenced by other variables not examined in this study.

DISCUSSION

1. Based on the research results obtained after testing 55 respondents who are consumers of CV Chatra Power Part Pekanbaru, the consumer price perception variable towards CV Chatra Power Part has a significant effect on purchasing decisions at CV Chatra Power Part. The results of this study are in accordance with I Made Tjokordadan Sukawatin (2019) with the title The Influence of Price Perception, Promotion, and Service Quality on Purchasing Decisions and Their Impact on Consumer Loyalty shows that price perception has a positive and significant effect on purchasing decisions
2. Based on the research results obtained after testing 55 respondents who are consumers of CV Chatra Power Part, the variable of completeness of consumer products for CV Chatra Power Part has a significant effect on purchasing decisions at CV Chatra Power Part, meaning that the more complete the product is for consumers of CV Chatra Power Part, the more consumers decide to buy heavy equipment spare parts at CV Chatra Power Part Pekanbaru. The results of

this study are in line with the research of Ita Masibu, Silcyljove (2019) entitled The Influence of Product Completeness, Service Quality and Layout at Golden Supermarkets, showing that the Product Completeness Variable has a significant and positive effect on purchasing decisions.

3. Based on the research results obtained after testing 55 respondents who are consumers of CV Chatra Power Part Pekanbaru, the variables of price perception and product completeness towards CV Chatra Power Part have a significant effect on purchasing decisions at CV Chatra Power Part, meaning that the higher the perception of price and product completeness towards consumers of CV Chatra Power Part, the more consumers decide to buy heavy equipment spare parts at CV Chatra Power Part Pekanbaru. The results of this study are in accordance with Heni Gustina's research (2018) The Influence of Price Perception, Product Completeness and Location on Purchasing Decisions at the Masita Deli Mini Market, showing that the variables of price perception and product completeness have a positive and significant effect on purchasing decisions at the Masita Deli Mini Market.

CONCLUSIONS AND RECOMMENDATIONS CONCLUSIONS

Based on the discussion regarding the influence of price perception and product completeness on purchasing decisions at CV Chatra Power Part Pekanbaru, the researcher concludes that both variables have a significant impact on consumers' decision-making processes. The perception of price significantly affects purchasing decisions, indicating that customers are highly responsive to how they perceive the fairness and competitiveness of the prices offered. Similarly, the completeness of the product range also exerts a substantial influence, suggesting that consumers tend to prefer retailers that offer a more comprehensive selection of products. Moreover, the joint effect of price perception and product completeness on purchasing decisions is also statistically significant. The contribution of these two variables to purchasing decisions amounts to 54.8%, implying that more than half of the factors influencing consumer choices in this context can be explained by price perception and product completeness. The remaining 45.2% is likely influenced by other variables not examined in this study, such as brand loyalty, promotional strategies, or service quality.

In light of the data analysis, the researcher recommends several strategies for CV Chatra Power Part Pekanbaru to enhance its performance in the market. First, it is important for the company to give more attention to price competition with rival businesses. For similar spare part products, price disparities can influence consumer perception and potentially drive them toward alternative sellers. Therefore, conducting regular market surveys is essential to evaluate what prices are considered reasonable by customers and to align CV Chatra Power Part's pricing strategy with consumer expectations and competitor benchmarks. This approach can help the company maintain its competitive edge while also strengthening consumer trust in its pricing.

Second, the company should ensure a more complete selection of product sizes, as product availability directly affects customer satisfaction and purchasing behavior. When customers are confident that they will find the specific sizes or

variants of products they need at CV Chatra Power Part, they are more likely to return for repeat purchases and recommend the store to others. An expanded and well-organized product inventory enhances the company's reputation as a reliable one-stop solution for spare parts.

Lastly, CV Chatra Power Part is encouraged to diversify the range of heavy equipment spare part brands it offers. Providing a variety of options—from budget-friendly to premium brands—caters to a wider spectrum of consumer preferences and purchasing power. This strategy can attract new customer segments while also increasing the likelihood that existing customers will find products that meet their specific quality and budgetary needs. Offering multiple brand options not only increases consumer satisfaction but can also drive overall sales growth and position the company as a versatile and customer-focused supplier in the spare parts industry

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