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THE INFLUENCE OF STORE LAYOUT, PRODUCT COMPLETENESS AND PRICE ON PURCHASE INTENTION AT KASMART BIMA

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Abstract

This study aims to determine the effect of store layout, product completeness, and price on purchase intention at Kasmart Bima. The problem in this study is motivated by the decline in sales and indications of low consumer purchase intention related to the condition of the store layout that is not yet optimal, inadequate product completeness, and price perceptions that do not fully meet consumer expectations. This study uses a quantitative method with data collection techniques through questionnaires distributed to 100 respondents who are consumers of Kasmart Bima. Data analysis was carried out using multiple linear regression analysis with hypothesis testing through the t-test, F-test, and coefficient of determination.The results of the study show that partially, store layout has a positive and significant effect on purchase intention with a t-count value of 3.060 and a significance value of 0.003 < 0.05. Product completeness does not have a significant effect on purchase intention with a t-count value of 0.487 and a significance value of 0.628 > 0.05. Price has a positive and significant effect on purchase intention with a t-count value of 5.003 and a significance value of 0.000 < 0.05. Simultaneously, store layout, product completeness, and price have a positive and significant effect on purchase intention with an F-count value of 40.986 and a significance value of 0.000 < 0.05. The coefficient of determination (R Square) value of 0.562 indicates that store layout, product completeness, and price are able to explain 56.2% of purchase intention, while the remaining 43.8% is influenced by other factors outside this study.

Keywords: Store Layout, Product Completeness, Price, Purchase Intention

INTRODUCTION

Retail trade is an economic activity closely intertwined with people's daily lives. In their day-to-day routines, individuals are almost constantly engaged in shopping to fulfill household, personal, and various other needs. Purchasing items such as soap, rice, beverages, snacks, stationery, toiletries, and other daily essentials is, fundamentally, a retail activity. Therefore, retail should not be viewed merely as the act of selling goods, but rather as a process of providing products directly to end consumers—ensuring accessibility and alignment with their specific needs. The retail landscape in Indonesia has undergone significant transformation, paralleled by shifts in consumer behavior, with a growing emphasis on convenience, efficiency, and the overall shopping experience. Research by Nguyen et al. (2024) indicates that modern retail consumers no longer focus solely on the products being sold; they also consider factors such as store layout, the ease of locating products, and the value derived throughout the shopping process. This reality compels retail businesses to continuously enhance the quality of their store environments to maintain their competitiveness.

Initially, retail activity in Indonesia was dominated by traditional markets, *warungs* (small, locally-owned stalls), kiosks, and small shops. These types of businesses have persisted to this day, thanks to their proximity to the community, relatively flexible pricing, and the strong social bonds between sellers and buyers. However, driven by population growth, urban development, rising household incomes, shifting lifestyles, and technological advancements, the retail landscape in Indonesia has evolved. Various modern retail formats—such as minimarkets, supermarkets, department stores, and convenience stores—have emerged, offering a more organized, comfortable, and practical shopping experience. Kasmart Bima is one such retail business currently operating in the city of Medan. Located at Jl. Platina 7A, Rengas Pulau, Medan Marelan District, Medan, North Sumatra (20244), Kasmart Bima

provides a wide range of daily necessities. Stores like Kasmart Bima play a vital role by remaining closely aligned with the needs of consumers. People visit such stores not merely to purchase goods, but also in search of convenience, comfort, a suitable selection of products, and affordable prices. Amid increasingly intense competition in the retail sector, Kasmart Bima faces the challenge of maintaining and boosting consumer buying interest.

Purchase intention refers to a consumer's desire or inclination to buy a product after observing, becoming familiar with, or evaluating the item or the store (Kotler et al., 2022; Prabowo et al., 2025). Purchase intention arises before a purchasing decision is made; in other words, before a consumer actually completes a purchase, there is an initial sense of interest, a desire to own the product, and an inclination to carry out the transaction. If purchase intention is high, the likelihood of the consumer purchasing the product increases. Conversely, if purchase intention is low, the consumer might simply browse without making a purchase, or perhaps choose to shop elsewhere. It is noted that the total sales of Kasmart Bima have experienced a consistent decline over the last three years. In 2023, total sales were recorded at IDR 520,000,000. This figure subsequently fell in 2024 to IDR 475,000,000—a decrease of IDR 45,000,000, or approximately 8.65% compared to the previous year. The decline continued in 2025, with total sales dropping further to IDR 412,000,000—a reduction of IDR 63,000,000, or approximately 13.26% from 2024. Overall, over this three-year period, Kasmart Bima's total sales have seen a cumulative decline of IDR 108,000,000, representing a decrease of approximately 20.77% relative to the sales value in 2023.

This situation indicates the existence of issues that require serious attention from the store management. A consecutive three-year decline suggests that consumer purchase interest in Kasmart Bima is weakening. This drop-in sales is believed to be closely linked to various factors affecting the consumer shopping experience, including a suboptimal store layout and an inadequate product assortment. Based on these circumstances, it can be concluded that there is a performance gap characterized by low consumer purchase interest at Kasmart Bima—evidenced by declining sales, a lack of willingness among consumers to make repeat purchases, a reluctance to recommend the store to others, a failure to position Kasmart Bima as a preferred choice, and a lack of consumer engagement in seeking product information. This low level of purchase interest is likely tied to a suboptimal store layout, an insufficient product range, and pricing that is not sufficiently attractive. One significant factor in the retail business that can influence consumer purchase interest is store layout.

Store layout involves the strategic placement of fixtures, merchandise, aisles, and other supporting facilities, organized to ensure a comfortable and convenient shopping experience for consumers. An effective layout helps customers locate products more quickly, fosters an enjoyable shopping experience, and facilitates purchasing decisions. Consequently, store layout serves as a crucial element of retail marketing strategy, as it shapes consumer behavior throughout the purchasing process (Tansala et al., 2019). Regarding the store layout, pre-survey results indicate that a majority of consumers perceive the current layout as inadequate. Many respondents reported that products are difficult to locate, the arrangement of items is not easily visible, the merchandise is not organized tidily, and the overall store layout fails to provide a comfortable shopping experience. Consumer feedback also points to instances of products being left scattered and shelves remaining empty. This situation reveals a gap: while a store layout should ideally offer convenience and comfort, it currently creates difficulties for consumers instead.

Another factor that can influence consumer purchase intention is product assortment. Product assortment means that a store offers a diverse range of goods, a sufficient selection of brands, various sizes, and adequate stock availability, making it easier for consumers to find the items they need in one place. The more comprehensive the product assortment, the higher the likelihood that consumers will be interested in making a purchase. Thus, product assortment can influence consumer purchase intention by providing convenience, efficiency, and ease throughout the shopping process (Subaidah et al., 2023; Prabowo et al, 2025). Regarding product assortment, a gap emerges between consumer expectations—that a retail store should offer a comprehensive, diverse, and consistently available range of goods—and the current reality. Preliminary survey results indicate that most respondents feel the products they need are not fully available, with a lack of variety in terms of both sizes and product types. Furthermore, consumer feedback highlights that many items are frequently unavailable or out of stock. This situation reveals a discrepancy between the intended role of a retail store as a provider of a complete range of consumer necessities and the reality that Kasmart Bima is not yet fully capable of meeting those needs.

Furthermore, price is a significant factor that influences consumer purchase interest. In the context of consumer behavior, price often serves as a key consideration before a purchase is made, as consumers evaluate its affordability, how well it aligns with product quality, and the benefits derived from the product. In a retail business like Kasmart Bima, pricing plays a crucial role, as consumers tend to compare prices across different stores before making a purchasing decision. If Kasmart Bima is able to set prices that are appropriate, affordable, and competitive, it can effectively increase consumer purchase interest. Price is a highly strategic element because consumers are

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typically more sensitive to price differences between stores. An affordable price that aligns with market conditions can foster a positive perception among consumers, thereby encouraging them to make a purchase. (Kotler, 2022; Riska & Prabowo, 2025). Meanwhile, in terms of pricing, a gap is evident: while affordable and competitive prices should naturally attract consumers, the results of a pre-survey indicate that most respondents do not consider the prices at Kasmart Bima to be sufficiently affordable or competitive compared to other stores—though some consumers do feel the prices are commensurate with the quality and benefits of the products. In other words, there is a discrepancy between consumers' expectations for more economical pricing and the reality they experience when shopping at Kasmart Bima.

Based on the background of the issues presented in the study, the points are as follows:

1. Consumer purchase interest in Kasmart Bima remains relatively low. This is evidenced by a lack of strong consumer inclination to make purchases, recommend Kasmart Bima to others, prioritize it as a primary shopping destination, or seek further information regarding the available products.
2. The product layout at Kasmart Bima is considered suboptimal; consumers find it difficult to locate the items they are looking for, the arrangement is not entirely intuitive or easy to navigate, and the overall shopping atmosphere lacks sufficient comfort.
3. The product assortment at Kasmart Bima is perceived as inadequate; some consumers feel that the items they need are not fully available, and there is a lack of sufficient variety in terms of product sizes and types.
4. Product pricing at Kasmart Bima is not considered sufficiently attractive to consumers, particularly regarding affordability and price competitiveness when compared to other stores.

Based on the identified problems, it is necessary to establish boundaries for this research to ensure the discussion remains focused, directed, and aligned with the research objectives. Defining the scope of the study is a crucial step, as it prevents the discussion from straying into issues outside the specific topic under investigation. Consequently, this research is limited to an examination of "The Influence of Store Layout, Product Assortment, and Price on Purchase Intention at Kasmart Bima." The study is confined to consumers who have shopped at Kasmart Bima Marelan and focuses specifically on store layout, product assortment, and price as factors influencing consumer purchase intention. Furthermore, this research does not explore other factors beyond these variables in any significant depth.

LITERATURE REVIEW

Purchase Decision

According to Andayani (2021), a consumer's tendency to choose a specific brand, along with their engagement in activities related to that product, serves as a key indicator for measuring the level of purchase intention. Purchase intention is a form of consumer behavior that emerges in response to an object, reflecting an individual's desire to purchase a product or service (Kotler & Keller, 2022). Furthermore, Rofiudin et al. (2022) state that purchase intention is a type of behavior that arises as a reaction to stimuli received by the consumer, which subsequently fosters a desire to make a purchase.

Store Layout

According to Tjiptono (2021), layout refers to the arrangement of physical elements within a business space, aimed at creating convenience, comfort, and a positive experience for consumers. Furthermore, Astari (2019) notes that an effective layout is one that captures the interest of visitors at first glance, while also making it easier for them to observe, evaluate, and select available products—ultimately encouraging a purchasing decision. Masibbuk (2019) explains that layout is a highly critical decision, as it is directly linked to long-term operational efficiency.

Product Completeness

According to Kurniawan and Krismonita (2020), product assortment encompasses the intensity of product supply, the breadth of the types of products offered, the quality of each product, and their availability within the store. Furthermore, Rahayu (2018) explains that product assortment relates to the depth and breadth of the products offered, as well as their quality and consistent availability in the store. Additionally, as noted by Kotler and Keller (2022), product assortment can be defined as the availability of various types of goods—produced by manufacturers—that are offered to consumers for ownership, use, or consumption.

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Price

According to Kotler and Keller (2022), price is the amount of money charged for a product or service, or the value that customers exchange to obtain the benefits of owning or using that product or service. Furthermore, Rangian et al. (2022) state that price is a crucial factor for consumers when making purchasing decisions; it is a significant influence on how consumers react to a product. Additionally, Anita et al. (2023) note that price relates to how consumers perceive a cost—whether they view it as high, low, or fair—which has a strong impact on both purchase intention and post-purchase satisfaction.

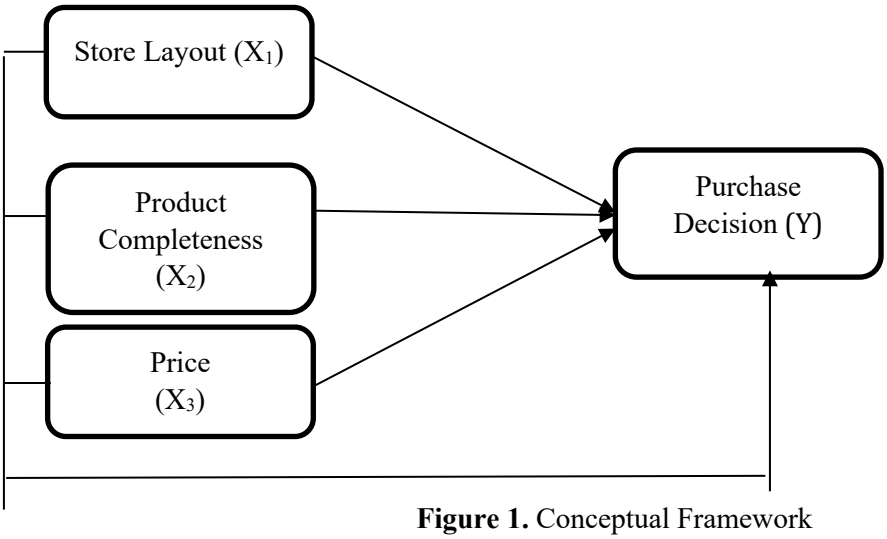


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Store layout has a positive and significant effect on purchase intention at Kasmart Bima.
2. H2: Product completeness has a positive and significant effect on purchase intention at Kasmart Bima.
3. H3: Price has a positive and significant effect on purchase intention at Kasmart Bima.
4. H4: Store layout, product completeness, and price simultaneously have a positive and significant effect on purchase intention at Kasmart Bima.

METHOD

The research approach used an associative approach, with a quantitative method. This research will be conducted at the Kasmart Bima store, located at Jl. Platina 7A, Rengas Pulau, Medan Marelan District, Medan City, North Sumatra, 20244. The study is scheduled to take place from March 2026 to August 2026. The population for this research consists of all potential customers who visit Kasmart Bima. Sampling will be carried out using a non-probability sampling method, specifically accidental sampling. The Lemeshow formula will be employed; this is a formula used to calculate the required sample size for a study, particularly when the exact size of the population under investigation is unknown.

$$n = \frac{Z^2 \times P(1-P)}{d^2}$$

$$n = \frac{1{,}96^2 \times 0{,}5(1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

$$n = 96{,}04$$

Note:
n : Sample size

Z : Standard value = 1.96
P : Maximum estimate = 50% = 0.5
d : Alpha (0.10) or a sampling error of 10%

Thus, the minimum sample size required for this study is 96 respondents, which the researcher will round up to 100 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Store Layout, Product Completeness, Price, Purchase Decision

Statement Items	r-count	r-table	Description
SL1	0,768	0,361	Valid
SL2	0,605	0,361	Valid
SL3	0,637	0,361	Valid
SL4	0,437	0,361	Valid
SL5	0,384	0,361	Valid
SL6	0,369	0,361	Valid
SL7	0,761	0,361	Valid
SL8	0,628	0,361	Valid
PC1	0,703	0,361	Valid
PC2	0,685	0,361	Valid
PC3	0,375	0,361	Valid
PC4	0,507	0,361	Valid
PC5	0,599	0,361	Valid
PC6	0,462	0,361	Valid
PC7	0,548	0,361	Valid
PC8	0,585	0,361	Valid
P1	0,643	0,361	Valid
P2	0,750	0,361	Valid
P3	0,555	0,361	Valid
P4	0,452	0,361	Valid
P5	0,628	0,361	Valid
P6	0,578	0,361	Valid
P7	0,421	0,361	Valid
P8	0,511	0,361	Valid
PD1	0,712	0,361	Valid
PD2	0,735	0,361	Valid
PD3	0,740	0,361	Valid
PD4	0,553	0,361	Valid
PD5	0,519	0,361	Valid
PD6	0,597	0,361	Valid
PD7	0,721	0,361	Valid
PD8	0,685	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

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Table 2. Reliability Test Results Store Layout, Product Completeness, Price, Purchase Decision

Variabel	Cronbach Alpha	Provision	Description
Store Layout	0,720	0,60	Reliable
Product Completeness	0,677	0,60	Reliable
Price	0,694	0,60	Reliable
Purchase Decision	0,809	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of store layout, product completeness, price and purchase decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	100
Mean	0.0000000
Std. Deviation	2.2068720
Absolute	0.054
Positive	0.052
Negative	-0.054
Test Statistic	0.054
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	6.989	1.772		3.944	.000
Store Layout	-.104	.061	-.213	-1.713	.090
Product Completeness	.087	.072	.178	1.220	.225
Price	-.148	.075	-.290	-1.968	.052

Sources: SPSS versi 25 (2026)

Based on the results of the Glejser test in the table above, it can be observed that:

1. The Store Layout variable (X1) has a significance value of 0.090. Since this value is greater than 0.05 (0.090 > 0.05), it can be concluded that the Layout variable does not exhibit heteroskedasticity.
2. The Product Completeness variable (X2) has a significance value of 0.225. Since this value is greater than 0.05 (0.225 > 0.05), it can be concluded that the Product Completeness variable does not exhibit heteroskedasticity.
3. The Price variable (X3) has a significance value of 0.052. Since this value is greater than 0.05 (0.052 > 0.05), it can be concluded that the Price variable does not exhibit heteroskedasticity.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	-1.318	3.048		-.432	.666		
Store Layout	.320	.104	.268	3.060	.003	.597	1.676
Product Completeness	.060	.123	.050	.487	.628	.434	2.306
Price	.648	.130	.518	5.003	.000	.425	2.350

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the store layout, product completeness, price variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	-1.318	3.048		-.432	.666		
Store Layout	.320	.104	.268	3.060	.003	.597	1.676
Product Completeness	.060	.123	.050	.487	.628	.434	2.306
Price	.648	.130	.518	5.003	.000	.425	2.350

Sources: SPSS versi 25 (2026)

Y = -1.318 + 0.320X1 + 0.060X2 + 0.648X3 + e

Notes:
Y = Purchase Intention
X1 = Layout
X2 = Product Completeness
X3 = Price
e = Error

Based on the multiple linear regression equation, the following explanations can be provided:

1. The constant value of -1.318 indicates that if the variables of layout (X1), product completeness (X2), and price (X3) are assumed to be zero or remain unchanged, the purchase intention (Y) would be -1.318. This constant represents the baseline level of consumer purchase intention, which is influenced by factors outside of the research model.
2. The regression coefficient for layout (X1) is 0.320, indicating a positive influence on purchase intention (Y). This means that for every one-unit increase in layout, purchase intention is predicted to increase by 0.320 units, assuming that product completeness (X2) and price (X3) remain constant. This suggests that an improved layout at Kasmart Bima leads to a higher level of consumer purchase intention.
3. The regression coefficient for product completeness (X2) is 0.060, indicating a positive relationship between product completeness and purchase intention. This means that for every one-unit increase in product completeness, purchase intention is predicted to increase by 0.060 units, assuming that layout (X1) and price (X3) remain unchanged. This positive value indicates that the relationship between product completeness and purchase intention in this research model moves in the same direction. Consequently, the more comprehensive the product selection available at Kasmart Bima, the greater the consumer's tendency to make a purchase.
4. The regression coefficient for price (X3) is 0.648, indicating a positive relationship between price and purchase intention (Y). This means that for every one-unit increase in price, purchase intention is predicted to increase by 0.648 units, assuming that the variables for store layout (X1) and product assortment (X2) remain constant. This suggests that a more favorable consumer perception of the prices offered by Kasmart Bima leads to a higher level of consumer purchase intention.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	-1.318	3.048		-.432	.666		
Store Layout	.320	.104	.268	3.060	.003	.597	1.676
Product Completeness	.060	.123	.050	.487	.628	.434	2.306
Price	.648	.130	.518	5.003	.000	.425	2.350

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. Based on the partial test results, the calculated T-value for the store layout variable is 3.060, which is greater than the T-table value of 1.984, with a significance level of 0.003 < 0.05. Therefore, store layout is a variable that contributes to consumer purchase intention at Kasmart Bima. Consequently, H_0 is rejected and H_1 is accepted, leading to the conclusion that store layout has a positive and significant effect on purchase intention at Kasmart Bima.
2. Based on the partial test results, the calculated T-value for the product completeness variable is 0.487, which is smaller than the T-table value of 1.984. The significance level obtained is 0.628 > 0.05. This indicates that the contribution of product completeness to changes in purchase intention in this study is relatively small and not statistically significant. Thus, H_0 is accepted and H_2 is rejected, leading to the conclusion that product completeness does not have a significant effect on purchase intention at Kasmart Bima.

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3. Based on the partial test results, the calculated T-value for the price variable is 5.003, which is greater than the T-table value of 1.984. The significance level obtained is 0.000 < 0.05. Therefore, price is the variable that contributes the most to purchase intention—more so than store layout or product completeness—in this study. Consequently, H_0 is rejected and H_3 is accepted, leading to the conclusion that price has a positive and significant effect on purchase intention at Kasmart Bima.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	617.552	3	205.851	40.986	.000[b]
Residual	482.158	96	5.022		
Total	1099.710	99			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value is 40.986, while the F-table value at a significance level of α = 0.05, with df1 = 3 and df2 = 96, is 2.70. Given that 40.986 > 2.70, it can be concluded that the variables Layout (X1), Product Completeness (X2), and Price (X3) simultaneously have a positive and significant effect on Purchase Intention (Y) at Kasmart Bima. Furthermore, the F-probability value is 0.000, compared to the established significance level of 0.05. Since 0.000 < 0.05, it can be concluded that Layout (X1), Product Completeness (X2), and Price (X3) simultaneously have a significant effect on Purchase Intention (Y) at Kasmart Bima. Consequently, the simultaneous hypothesis in this study is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.749[a]	.562	.548	2.24109

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, the R-squared value is 0.562. This indicates that 56.2% of the factors influencing Purchase Intention (Y) at Kasmart Bima can be explained by the variables Layout (X1), Product Completeness (X2), and Price (X3), while the remaining 44.8% is explained by other factors not included in this study.

Discussion

The Influence of Store Layout on Purchase Decision

Based on the partial hypothesis testing using the t-test, the calculated t-value for store layout is 3.060, while the t-table value is 1.984. Since the calculated t-value exceeds the t-table value—with a significance level of 0.003, which is less than 0.05—it indicates that the store layout has a significant influence on purchase intention. Consequently, H_0 is rejected and H_1 is accepted. Thus, the first hypothesis, which posits that store layout has a positive and significant effect on purchase intention at Kasmart Bima, is supported. These findings align with research by Sany Surya, Dudi Anandya, and Christina Rahardja (2014), Yaumil Akhiryananda (2021), as well as Mei Andriani Situmorang and Suresh Kumar (2022), all of which indicate that store layout has a positive and significant impact on purchase intention or purchasing decisions. These studies explain that an effective store layout can enhance consumer interest by facilitating ease of access, comfort, product organization, and an appealing store environment. Conversely, these results differ from the findings of Shinta Lestari Sari (2023) and Renol Elmi Krisito, Syahmardi Yacob, and Yenny Yuniarti (2020), who concluded that store layout does not have a significant effect on purchase intention or purchasing decisions. Such discrepancies suggest that the influence of store layout is not uniform across all research contexts. In certain scenarios, consumers may prioritize other factors—such as product quality, price, the overall store atmosphere, or service—over the store layout. In the case of Kasmart Bima, however, the research indicates that store layout remains a significant determinant of purchase intention, as it directly influences consumer ease and comfort throughout the shopping experience.

The Influence of Product Completeness on Purchase Decision

Based on the partial test results, the product assortment variable yielded a t-statistic value of 0.487. This value is lower than the t-table value of 1.984. Furthermore, the significance value of 0.628 is greater than 0.05.

Consequently, H_0 is accepted, and H_2 is rejected. Thus, it is not proven that product assortment has a significant influence on consumer purchase intention at Kasmart Bima. This indicates that the hypothesis stating that product assortment has a positive and significant effect on purchase intention cannot be accepted in this study. The lack of a significant influence from product assortment may be because consumers view the availability of products as a basic standard for any retail store; when visiting a store, consumers naturally expect common necessities to be available. Therefore, a comprehensive product assortment is not necessarily a primary differentiator that would drive higher consumer purchase intention compared to other stores. These findings are consistent with research by Anis Nur Dyanti and Lies Indriyatni (2023), as well as M. Bahruzen, Dian Komarsyah, and Prasetya Nugeraha (2020), which suggests that product assortment does not have a significant impact on purchase intention or purchasing decisions. These results indicate that, under certain conditions, consumers do not always prioritize product assortment when making purchasing decisions; instead, they may place greater weight on other factors such as price, service quality, promotions, or the overall shopping experience. Conversely, these findings differ from the research of A. Taufiq Buhari and Moh. Imron Sanjaya (2023), as well as Ryan Kurniawan and Yuniar Aisah Krismonita (2020), who found that product assortment has a positive and significant effect on purchase intention. Such discrepancies in research outcomes may stem from differences in respondent characteristics, the nature of the business, store conditions, product variety, and other factors that shape consumer behavior within each specific research context.

The Influence of Price on Purchase Decision

Based on the partial hypothesis testing results using the t-test, the price variable yielded a calculated t-value (t-count) of 5.003. When compared to the t-table value of 1.984, the calculated t-value is greater. Furthermore, the significance value obtained—0.000—is below the 0.05 significance threshold. Consequently, H_0 is rejected, and H_3 is accepted. This confirms that price has a significant influence on consumer purchase intention at Kasmart Bima. These findings align with research by Gracia Angel Zararosa and Imroatul Khasanah (2023), Kharina Febby Prabowo and Dwi Putri Kinasih (2023), as well as Moulvi Dermawan and Annisa Aghniarahma Junia (2024), all of which indicate that price—or the perception of price—exerts a positive and significant effect on purchase intention. This suggests that a more favorable consumer perception of price leads to a higher level of consumer interest in making a purchase. Conversely, these results differ from the findings of Birky Y. Kumesan, Rudy S. Wenas, and Jane G. Poluan (2021), as well as Asna Ayu Widitya, Nani Irma Susanti, and Yohanes Suyoko (2024), who concluded that price does not have a significant impact on purchase intention. Such discrepancies in research outcomes indicate that the influence of price on purchase intention can vary depending on factors such as consumer characteristics, the nature of the business, the level of competition, market conditions, and other elements that shape consumer purchasing decisions.

The Influence of Store Layout, Product Completeness and Price on Purchase Decision

Based on the simultaneous hypothesis testing using the F-test, an F-calculated value of 40.986 was obtained, which is greater than the F-table value of 2.70. The significance value obtained is 0.000, which is less than 0.05. Consequently, H_0 is rejected and H_4 is accepted. Thus, it can be concluded that store layout, product assortment, and price have a simultaneous, positive, and significant influence on consumer purchase intention at Kasmart Bima. These three variables are interconnected; a well-designed layout enhances consumer comfort within the store, thereby increasing the likelihood of a purchase. A comprehensive product assortment reduces the chance of consumers switching to other stores, as their needs can be met in a single location. Meanwhile, appropriate pricing strengthens a consumer's decision to choose Kasmart Bima over other alternatives. The practical implication of these findings is that Kasmart Bima should adopt an integrated approach to managing store layout, product assortment, and pricing. The research indicates that pricing requires primary attention, as it exerts the most dominant influence on consumer purchase intention; therefore, Kasmart Bima must ensure that its prices remain competitive and aligned with the purchasing power of its consumers. Furthermore, Kasmart Bima should improve its store layout to make it easier for consumers to locate products and to ensure a comfortable shopping experience. Organizing products by category, maintaining tidy shelves, and ensuring that items are clearly visible are steps that can be taken to enhance the overall consumer experience.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

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1. Store layout has a positive and significant effect on purchase intention at Kasmart Bima. Based on the partial test results, the calculated t-value is 3.060, which is greater than the t-table value of 1.984, with a significance level of 0.003 < 0.05.
2. Product completeness does not have a significant effect on purchase intention at Kasmart Bima. Based on the partial test results, the calculated t-value is 0.487, which is smaller than the t-table value of 1.984, with a significance level of 0.628 > 0.05.
3. Price has a positive and significant effect on purchase intention at Kasmart Bima. Based on the partial test results, the calculated t-value is 5.003, which is greater than the t-table value of 1.984, with a significance level of 0.000 < 0.05.
4. Store layout, product completeness, and price, when considered simultaneously, have a positive and significant effect on purchase intention at Kasmart Bima. Based on the simultaneous test results using the F-test, the calculated F-value is 40.986, which is greater than the F-table value of 2.70, with a significance level of 0.000 < 0.05. Based on these results, H_0 is rejected and H_4 is accepted.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. For Kasmart Bima

   Based on the research findings, it is recommended that Kasmart Bima enhance its pricing strategy—specifically regarding price competitiveness and affordability, which respondents rated relatively low. Although product prices are generally considered commensurate with the quality and benefits received, there remains a perception that some items are more expensive than those at other stores. Improvements can be made through periodic price evaluations—benchmarking against competitors to set more competitive prices—and by implementing promotional programs such as discounts, value bundles, or special offers. Ensuring that prices align with consumer purchasing power and the perceived value of the products will help foster a more positive consumer perception and drive greater purchase intent. Regarding store layout—which has been shown to have a significant positive impact on purchase intent—management should focus on enhancing product accessibility, visibility, and organizational neatness. This can be achieved by categorizing products clearly, labeling shelves, conducting regular restocking and reorganization, maintaining comfortable shopping aisles, and placing frequently sought-after items in highly visible locations; such measures will create a more convenient shopping experience and increase the likelihood of purchases. As for product assortment, while it did not show a statistically significant impact on purchase intent, it remains a critical factor in the retail business. Current issues—such as limited product availability, a lack of brand and size variety, and an insufficient selection to fully meet consumer needs—should be addressed. Improvements can be made through better inventory management, routine stock checks, expanding the range of brands and sizes, and ensuring the consistent availability of essential goods. This will prevent customers from having to look elsewhere and increase the probability of repeat purchases. Furthermore, it is recommended that Kasmart Bima adopt an integrated management approach regarding store layout, product assortment, and pricing. Since these three variables collectively exert a significant influence on consumer purchase intention, enhancing such intention cannot be achieved by focusing on a single aspect alone; rather, it requires comprehensive improvements—specifically, a comfortable store layout, a product assortment that meets consumer needs, and competitive pricing that offers value to customers.
2. For Future Researchers

   Future researchers are encouraged to expand upon this study by incorporating additional variables not addressed here. This recommendation stems from the coefficient of determination, which indicates that store layout, product assortment, and pricing do not fully account for all the factors influencing consumer purchase intention at Kasmart Bima. Consequently, future studies might consider variables such as service quality, promotion, location, store atmosphere, physical comfort, store image, consumer trust, shopping experience, and customer satisfaction. It is also suggested that future research utilize a larger sample size with more diverse respondent characteristics to capture a broader range of perspectives, as varying consumer profiles can lead to different perceptions of store layout, product assortment, pricing, and purchase intention. Moreover, the scope of the research could be broadened—for instance, by comparing several retail businesses with similar characteristics—to provide a more comprehensive overview of the factors that influence consumer purchase intention within the retail sector.

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