

## Analysis of the Effect of Diversity of Facilities and Business Locations in Increasing Consumer Interest in the Multibeauty.id Medan

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**Abstract-** This research aims to describe the influence of the diversity of facilities and business locations on increasing consumer interest in multibeauty.id salons. This research was conducted for 6 (six) months, starting from September 2023 to February 2024. The respondents of this research were consumers from the multibeauty.id salon, totaling 64 (sixty four) people. The instrument used is a questionnaire to collect data from facility diversity variables, business location variables and business success variables. The data analysis techniques used are validity test, reliability test, descriptive analysis, normality test, multiple linear regression analysis, partial hypothesis test or t test and calculation of the coefficient of determination. The results of the descriptive analysis for the facility diversity variable, business location variable and business interest are in the very good category. Based on partial analysis, the diversity of facilities has a positive and significant effect on increasing consumer interest in the multibeauty.id salon. The business location variable partially has a positive but not significant effect on increasing consumer interest in multibeauty.id salons. Based on a simultaneous analysis of the diversity of facilities and business locations, it has a positive and significant effect on increasing consumer interest in the multibeauty.id salon.

**Keywords :** Diversity of Facilities, Business Locations and Consumer Interest

### INTRODUCTION

Currently, the development of micro, small and medium enterprises (MSMEs) in the city of Medan is growing very rapidly. MSMEs are an important part of the economy of a country or region. With the current conditions where it is difficult for people to find work, many people are starting their own MSME businesses by opening various types of MSMEs ranging from selling culinary delights, clothing businesses, shoe businesses, beauty salons, etc. Because of this important role, it has encouraged many countries, including Indonesia, to continue making efforts to develop MSMEs (Dewanti, 2018). Even though it is small in terms of number of workers, assets and turnover.

One of the many MSMEs in Medan city is beauty salons. In line with current developments in society, especially girls or women who really care about their appearance, they definitely want to look good, beautiful and more excellent in front of their partners, friends and co-workers. This is a normal thing, therefore many women are willing to spend money and time on beauty treatments which are currently booming, namely making medipedi such as unique nail art, making eyebrow embroidery or making eyelash extensions on their eyelashes which makes the people of Medan, especially women feel more efficient in carrying out self-care. One of the beauty salons in the city of Medan is MultiBeauty.id. This beauty salon is located on Jln Asam Kumbang No. 13 Medan Sunggal which was established in 2019.

A purchasing decision can occur if the business location has a variety of facilities and a strategic business location so that it has an attraction that can increase a consumer's buying interest (Victor & Novelim, 2022).

Facilities are physical resources that must exist before a service is offered to consumers (Victor & Selvia, 2023). Facilities are something important in service businesses, therefore existing facilities, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly (Tjiptono, 2014). Perceptions obtained from customer interactions with service facilities influence the quality of the service in the eyes of consumers. There are six facility indicators, namely consideration, room planning, equipment/furniture, lighting and color, messages conveyed graphically, and supporting elements (Tjiptono, 2014).

Problems that are often found in the variety of facilities are that the parking space provided is inadequate and relatively small and narrow, the equipment is incomplete, the lighting in the room is sometimes felt to be not bright enough and sometimes when conditions are busy, consumers feel that the waiting room is not spacious enough. Apart from the diversity of facilities, business location also influences consumer interest. Some of the problems found in the business development strategy were that access to the MultiBeauty.id salon sometimes experienced traffic jams at certain hours and the surrounding environmental conditions were still felt by consumers to be uncomfortable.

Consumer interest is something that arises after receiving stimulation from the product they see and feel, then the desire to buy and own it arises so that it has an impact on action (Irvanto & Sujana, 2020). Based on the definition of buying interest above, it can be concluded that buying interest can be considered as a measurement of a consumer's possibility of buying a particular product, where high buying interest will have a fairly large impact on the possibility of a purchasing decision. For business success, several problems found at the MultiBeauty.id salon are a decrease in income/profit, sales decrease over time and a decrease in consumer buying interest due to a lack of product variety and traders who are less productive in providing services to consumers.

Based on this background, the author is interested in conducting research with the title "Analysis of the Effect of Diversity in Facilities and Business Locations in Increasing Consumer Interest in the Multibeauty.id Medan Salon" as the title of the thesis.

## **THEORETICAL BASIS**

### **Diversity Of Facilities**

Facilities are a supporting component that can facilitate various human activities that cannot be separated from everyday life. Having various forms of facilities will really help many people in completing their work. Facilities are a physical form or atmosphere formed by the exterior and interior provided by the company to build a sense of security and comfort for customers (Tjiptono & Chandra, 2016).

Facilities are physical resources that exist before services can be provided to consumers. Examples of facilities include facility conditions, completeness, interior and exterior design, and level of cleanliness, especially those that are closely related to what the community wants, experiences, or accepts directly (Kotler & Armstrong, 2018). Facilities that are in line with consumer expectations will attract the attention of consumers to come and enable the company to win business competition (Yuriansyah, 2013).

Facility indicators are (Nadianingrum & Asrori, 2016):

1. Spatial thinking/planning, includes everything that is related to quality and style to be combined and created correctly to stimulate knowledge and emotional reactions by customers and people who observe it.
2. Place design, in this case includes design/planning regarding interior and design.
3. Equipment/furniture, has the function of providing pleasure, as well as decoration and other infrastructure for the use of goods.
4. Lighting and pattern, including giving color to the building.
5. Supporting elements, including additional facilities other than the main facilities.

### **Business Location**

Location is the place where business activities are carried out, namely various company activities to make the products produced or sold affordable and available to the target market (Kotler & Armstrong, 2018). Location is one of the situational factors that influences purchasing decisions. In the marketing concept there is a term known as marketing mix or marketing mix which consists of product, price, promotion and place or business location. In this marketing mix, the business location can also be called the company because the location is also directly related to buyers or consumers, or in other words, the location is also the place where producers distribute their products to consumers.

Location is the place where a company operates or where it carries out activities to produce goods and services that prioritize the economic aspect (Tjiptono, 2016). Location plays an important role in doing business. Because it is related to the proximity of the business

location to the center of the crowd, easy to reach (accessibility), safe, and the availability of a large parking area, consumers generally prefer it. The strategic location makes it easier for consumers to reach and also guarantees security. If the location is strategic, many consumers will make purchases and this will certainly create satisfaction for consumers because they will easily find the location of a shop (Victor, Victor, 2022).

There are 5 (five) indicators that influence location according to (Tjiptono, 2016), as follows:

**1. Access**

The location is easily accessible by public transportation so that consumers can easily get the products they want.

**2. Visibility**

Locations or places that can be seen clearly from normal viewing distance.

**3. Traffic**

Lots of people passing by can provide a great opportunity for spontaneous or unplanned purchasing decisions to occur.

**4. Parking Lot**

Has a large, comfortable and safe parking area for two-wheeled vehicles such as motorbikes and four-wheeled vehicles such as cars and other vehicles.

**5. Expansion**

There is sufficient land available to expand the business in the future.

## **Consumer Interest**

Purchase interest is a type of consumer behavior that occurs as a response to an object that shows the consumer's desire to buy something (Kotler & Keller, 2016). Purchase interest is part of the behavioral elements in consumer attitudes. Purchase interest is an explanation of a person's attitude towards an object which is very suitable for measuring the behavior of certain products, services or brands (Schiffman & Kanuk, 2015). Buying interest is something that arises after receiving stimulation from the product that one sees, then the desire to buy and own it arises so that it has an impact on an action (Irvanto & Sujana, 2020).

Purchase interest is something that is related to consumers' plans to buy a particular product and the number of product units needed in a certain period (Priansa, 2017). Purchase interest is formed from the consumer's attitude towards a product. This comes from the consumer's belief in the quality of the product. The lower the consumer's confidence in a product, the lower the consumer's buying interest (Halim & Iskandar, 2019). Even though purchases will not necessarily be made in the future, measurement of purchase interest is

generally carried out to maximize predictions of actual purchases themselves. The interest in buying that arises creates a motivation that continues to be recorded in his mind, which in the end, when a consumer has to fulfill his needs, will actualize what is in his mind. Measuring buying interest is generally carried out to maximize predictions of actual purchases themselves.

Consumer purchasing interest can be measured using various dimensions. In general, these dimensions are related to the following main dimensions (Tjiptono & Chandra, 2016):

1. Transactional interest, namely the tendency of buyers to always buy products or services provided by a company, this comes from absolute trust in the company.
2. Referential interest, namely a person's tendency to refer products to other people.
3. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. These preferences can only be changed if something happens to the preferred product.
4. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product.

## **RESEARCH METHOD**

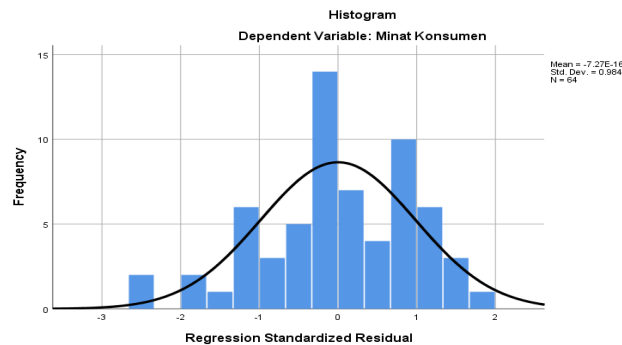
The research subject was the Multibeauty.id Medan salon. The research object is consumers of the Multibeauty.id Medan salon. The types of data for this research are primary data and secondary data. Primary data is data that comes directly from respondents through distributing questionnaires. Secondary data is data that has been provided by the place of business, namely a general description of the place of business and which is related to increasing consumer interest under study, namely the diversity of facilities and business locations. The research was conducted at the Multibeauty.id Medan salon which is located at Jln Asam Kumbang No. 13 Medan Sunggal. The time of the research was carried out from September 2023 to February 2024. The respondents of this research were consumers from the multibeauty.id salon, totaling 64 (sixty four) people. The instrument used was a questionnaire to collect data from facility diversity variables, location variables business and business success variables. The data analysis techniques used are validity test, reliability test, descriptive analysis, normality test, multiple linear regression analysis, partial hypothesis test or t test and calculation of the coefficient of determination

## **RESULT AND DISCUSSION**

## Classical Assumption Testing

### Normality Test

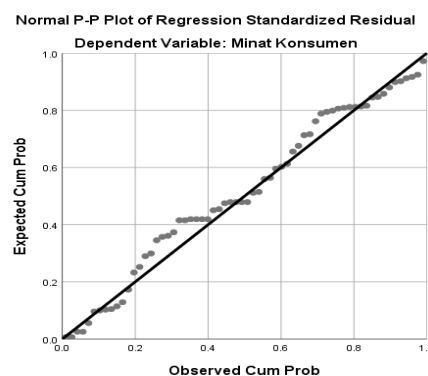
The results of normality testing using a histogram graph can be seen in the image below:



**Figure 1. Histogram graph of data normality test**

In Figure 1, the histogram graph above, you can see that the data is spread out and the histogram graph does not deviate to the left or right and is bell-shaped, so the regression is considered to meet the assumption of normality.

The results of the normality test can be seen in the normal probability plot analysis below:



**Figure 2. Normality P-Plot Graph**

In Figure 2 above you can see the points approaching the diagonal line, this shows that the data is normally distributed and meets the assumptions of the normality test.

The next test is the one sample Kolmogorov-Smirnov Test. The basis for decision making used is as follows:

1. If the significant value is  $> 0.05$  then the data is normally distributed
2. If the significant value is  $< 0.05$  then the data is not normally distributed

The following results of the Kolmogorov-Smirnov statistical test can be seen in the table

below:

**Table 1. Kolmogorov-Smirnov Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		64
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.87069985
Most Extreme Differences	Absolute	.101
	Positive	.057
	Negative	-.101
Test Statistic		.101
Asymp. Sig. (2-tailed)		.100 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on table 1 above, the results for normality testing with one sample Kolmogorov-Smirnov statistics prove that the significant level value has a value greater than 0.05, namely 0.100, thus, it can be concluded that for statistical testing normality is still classified as normal distribution.

### Multicollinearity Test

The results of the multicollinearity test are as in the table below:

**Table 2. Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.915	2.382		2.483	.016		
	Keragaman Fasilitas	.288	.112	.382	2.565	.013	.453	2.209
	Lokasi Usaha	.306	.159	.286	1.922	.059	.453	2.209
a. Dependent Variable: Minat Konsumen								

Based on table 2, it is known that the tolerance value for the facility diversity variable (X1) = 0.453 and work culture (X2) = 0.453 is greater than 0.10. Meanwhile, the VIF value of work effectiveness (X1) = 2.209 and work culture (X2) = 2.209 is smaller than 10.00, so it can be said that the regression model does not have multicollinearity.

### Heteroscedasticity Test

The results of the heteroscedasticity test are as in the table below:

**Table 3. Heteroscedasticity Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.320	1.428		-.925	.359
	Keragaman Fasilitas	.056	.067	.154	.832	.409
	Lokasi Usaha	.056	.096	.107	.582	.563
a. Dependent Variable: Res2						

Based on table 3 above, it is known that the significance value:

1. The facility diversity variable of 0.409 is greater than 0.05, meaning that heteroscedasticity does not occur
2. The business location variable is 0.536 which is greater than 0.05, meaning that heteroscedasticity does not occur

So it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

### Multiple Linear Regression Coefficient Test Result

The results of multiple linear regression analysis are as shown in the table below:

**Table 4. Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.915	2.382		2.483	.016
	Keragaman Fasilitas	.288	.112	.382	2.565	.013
	Lokasi Usaha	.306	.159	.286	1.922	.059
a. Dependent Variable: Minat Konsumen						

In table 4 coefficients above, it is known that in the unstandardized coefficients part B, a multiple linear regression equation is obtained with the following formula:

$$Y = 5.915 + 0.288X_1 + 0.306X_2 + \varepsilon$$

Based on the multiple linear regression equation above, it can be described as follows:

1. Constant ( $\alpha$ ): 5.915 shows a constant value, if the independent variable diversity of facilities and business location has a value of 0 then consumer interest will still have a value of 5.915
2. Coefficient  $X_1(b_1)$ : 0.288 shows that the facility diversity variable has a positive effect on consumer interest. This means that for every 1 unit increase in facility diversity, consumer interest will increase by 28.8%.
3. Coefficient  $X_2(b_2)$ : 0.306 shows that the business location variable has a positive effect on consumer interest. This means that if there is an increase in business location by 1 unit, then consumer interest will increase by 30.6%.



### Partial test results (t test)

The t-test results are as in the table below

**Table 5. Partial Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.915	2.382		2.483	.016
	Keragaman Fasilitas	.288	.112	.382	2.565	.013
	Lokasi Usaha	.306	.159	.286	1.922	.059
a. Dependent Variable: Minat Konsumen						

The results of partial hypothesis testing for the work effectiveness variable showed that the value of tcount (2.565) > ttable (1.999) with a significance level of 0.013 < 0.05, so it can be concluded that the diversity of facilities has a positive and significant effect on increasing consumer interest in the MultiBeauty.id salon. Thus H1 or the first hypothesis is accepted.

The results of partial hypothesis testing for the work culture variable showed that the value of tcount (1.922) < ttable (1.999) with a significance level of 0.059 > 0.05, so it can be concluded that business location has a positive but not significant effect on increasing consumer interest in MultiBeauty.id salons. Thus H2 or the second hypothesis is rejected.

### Simultaneous Test (f test)

The results of the F test can be seen in the table below:

**Table 6. F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140.265	2	70.132	19.404	.000 <sup>b</sup>
	Residual	220.470	61	3.614		
	Total	360.734	63			
a. Dependent Variable: Minat Konsumen						
b. Predictors: (Constant), Lokasi Usaha, Keragaman Fasilitas						

Based on table 6 above, the results of simultaneous hypothesis testing show that the value of Fcount (19.404) > Ftable (3.15) with a significance level of 0.000 < 0.05 so it can be concluded that the diversity of facilities and business locations has a positive and significant effect on increasing consumer interest in MultiBeauty salons. .id..

### Coefficient Of Determination Test Results

The results of the coefficient of determination test are as in the table below:

**Table 7. Testing the Coefficient of Determination**

<b>Model Summary<sup>b</sup></b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
<b>1</b>	.624 <sup>a</sup>	.389	.369	1.901
a. Predictors: (Constant), Lokasi Usaha, Keragaman Fasilitas				
b. Dependent Variable: Minat Konsumen				

Based on table 7 above, the magnitude of the coefficient of determination can be seen from the R Square value of 0.389 or 38.9%. This figure means that the variables of facility diversity and business location simultaneously influence consumer interest. Meanwhile, the remaining 61.1% is influenced by other variables outside this regression equation such as Promotion, Price, Service Quality, Price Discounts, Trust and so on.

### Discussion

The results of partial hypothesis testing for the facility diversity variable showed that the value of  $t_{count} (2.565) > t_{table} (1.999)$  with a significance level of  $0.013 < 0.05$ , so it can be concluded that facility diversity has a positive and significant effect on increasing consumer interest in MultiBeauty.id salons.

The results of partial hypothesis testing for the business location variable showed that the value of  $t_{count} (1.922) < t_{table} (1.999)$  with a significance level of  $0.059 > 0.05$ , so it can be concluded that business location has a positive but not significant effect on increasing consumer interest in MultiBeauty.id salons.

The results of simultaneous hypothesis testing showed that the value of  $F_{count} (19.404) > F_{table} (3.15)$  with a significance level of  $0.000 < 0.05$ , so it can be concluded that the diversity of facilities and business locations has a positive and significant effect on increasing consumer interest in MultiBeauty.id salons. The magnitude of the coefficient of determination can be seen from the R Square value of 0.389 or 38.9%. This figure means that the variables of facility diversity and business location simultaneously influence consumer interest. Meanwhile, the remaining 61.1% is influenced by other variables outside this regression equation such as Promotion, Price, Service Quality, Price Discounts, Trust and so on.

### Conclusions and Recommendations

The conclusions in this research are:

1. Partially, the diversity of facilities has a positive and significant effect on increasing consumer interest in MultiBeauty.id salons.
2. Partially, business location has a positive but not significant effect on increasing consumer interest in MultiBeauty.id salons.
3. Simultaneously, it was found that the diversity of facilities and business locations had a positive and significant effect on increasing consumer interest in MultiBeauty.id salons.

4. The magnitude of the coefficient of determination can be seen from the R Square value of 0.389 or 38.9%. This figure means that the variables of facility diversity and business location simultaneously influence consumer interest. Meanwhile, the remaining 61.1% is influenced by other variables outside this regression equation such as Promotion, Price, Service Quality, Price Discounts, Trust and so on.

## Recommendations

Some suggestions to consider for development include:

1. For MultiBeauty.id salons, it is recommended to increase the variety of facilities and products and be more active on social media so that they know more about what variations are trending among consumers so as to increase consumer interest.
2. For researchers, with this research the author knows and understands the factors that can influence consumer interest in MultiBeauty.id salons.
3. For STMB MULTISMART, this research is technically useful for improving and improving a situation based on research conducted and finding solutions to solve entrepreneurial problems found in research.
4. For future researchers who wish to conduct research related to consumer interest, it is hoped that they will add other variables to examine the factors that influence consumer interest, because the results of this research are only able to show the variables used to see the influence on consumer interest of 38.9 The remaining % of 61.1% is influenced by other variables outside this regression equation such as Promotion, Price, Service Quality, Price Discounts, Trust and so on.

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