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Article

The Influence of Fluctuations and Product Characteristics on Consumer Purchasing Decisions at the Rantauprapat Simple Gold Shop

Muhammad Irham Nasution[1]*, Jeni Sukmal[2], Syafaruddin Munthe[3]

[1] Faculty of Economics, Al Washliyah University, Labuhanbatu: irham8795@gmail.com[1], Jenisukmal7@gmail.com[2], sfmmunthe@gmail.com[3]

Corresponding Author :irham8795@gmail.com

Abstract:*The purpose of this research is to determine the influence of product fluctuations and characteristics on consumer purchasing decisions at a simple gold shop in Rantauprapat. This research uses quantitative methods and an associative causality approach. The data collection technique used is through observation and interviews. The sample in this research was 86 respondents or consumers. The sampling technique is simple random sampling. The data analysis technique uses statistical techniques/SPSS by carrying out validity and reliability tests then for questionnaires and multiple linear regression analysis with the T Test and F Test to prove the hypothesis. The research results show that there is an influence of fluctuations on purchasing decisions, there is an influence of product characteristics on consumer purchasing decisions. The influence of fluctuations and product characteristics is 16.80% and the remaining 83.20% is influenced by other factors and variables.*

Keywords: *Fluctuation, Product Characteristics, Purchasing Decisions.*

1. Introduction

The development of the jewelry industry, especially gold, has experienced significant growth along with the increasing public need for investment and jewelry. Gold not only functions as jewelry, but is also considered as one of the stable and high-value investment instruments. People tend to buy gold because they are influenced by various factors, such as price fluctuations, product quality, and the characteristics of the gold product itself. This causes gold shops to try to understand consumer behavior to maximize their sales strategies.

Toko Emas Sederhana Rantauprapat is one of the gold shops that has a fairly large market share in its area. However, there are several challenges faced in maintaining consumer interest. First, high gold price fluctuations cause uncertainty for consumers in making purchasing decisions, so many of them postpone purchases when gold prices are increasing. Second, the characteristics of gold products such as design, content, and weight are important factors that influence consumer purchasing interest, where consumers are more selective in choosing jewelry that suits their preferences. Third, the increasingly tight business competition in the gold shop sector requires Toko Emas Sederhana to have a more innovative strategy in dealing with changes in consumer behavior and dynamic market trends.

Consumer purchasing decisions are influenced by a combination of internal and external factors. Internal factors include consumer perceptions, preferences, and needs, while external factors such as promotions, price fluctuations, and product availability also influence consumer behavior. In this case, gold price fluctuations and product characteristics play an important role in encouraging or inhibiting consumer purchasing interest. Therefore, understanding the extent of the influence of these two factors is essential for the development of the gold business.

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In the context of increasingly competitive market competition, gold shops need to develop the right strategy to overcome the challenges that arise due to price fluctuations. In addition, a deep understanding of the characteristics of gold products desired by consumers is also the main key to attracting their buying interest. By understanding market dynamics and consumer behavior, the Rantauprapat Simple Gold Shop is expected to be able to maintain its position in the local gold jewelry market and increase its competitiveness in the increasingly growing jewelry industry. Therefore, this study was conducted to analyze. The effect of fluctuations and product characteristics on consumer purchasing decisions at the Rantauprapat Simple Gold Shop.

Research purposes

The objectives of this research are to find out:

1. To determine the effect of fluctuations on consumer purchasing decisions at the simple gold shop in Rantauprapat.
2. To determine the influence of product characteristics on consumer purchasing decisions at the Rantauprapat simple gold shop.
3. To determine the influence of product fluctuations and characteristics on consumer purchasing decisions at the Rantauprapat simple gold shop.

2. LITERATURE REVIEW

Fluctuation

According to(Tamran Suaib, 2018)Fluctuation is a change in the increase or decrease of a variable that occurs as a result of market mechanisms. Traditionally, fluctuation can be interpreted as a change in value. The definition of fluctuation is a spike or instability of something that can be described in the form of a graph.(Independent, 2021)factors that influence are the economic situation, exchange rate changes, and interest rates. According to Surya and Handayani (2022), there are several main indicators that can be used to measure gold price fluctuations, namely Price Changes, External Factors Affecting Prices: Monetary Policy: The influence of monetary policy, such as changes in interest rates, on gold prices, Supply and Demand.

Product Characteristics

According to Devi Prahayu Ningtyas (2019) Product characteristics are the special features of a product that function to help consumers distinguish a product. Factors that influence product characteristics are product quality, product features, product design, brand, packaging. While indicators of product characteristics are performance, features, reliability, conformance, durability, ease of maintenance (Serviceability).

Buying decision

In the journal(Marbun et al., 2022), According to (Kotler & Amstrong, 2012) Purchasing decisions are problem solving by individuals by choosing behavioral alternatives and are considered the most appropriate action in purchasing by taking the first step of the decision-making process. Meanwhile, according to (Tjiptono, 2016) purchasing decisions are part of consumer behavior. Consumer behavior is an action that is directly related to the acquisition and identification of products and services, including the decision-making process before and after the action. According to (Assauri, 2015) consumer purchasing decisions are also influenced by habits, in this buying habit including when the purchase is made, when the purchase is carried out and where the purchase is made. According to Tjiptono in (Effendi & Chandra, 2020)

there are six indicators of purchasing decisions as follows: 1) Product selection; 2) Brand choice; 3) Choice of distributor; 4) Number of purchases or quantity; and 5) Purchase Time.

Research Model

Based on the description above, the research framework can be described as follows:

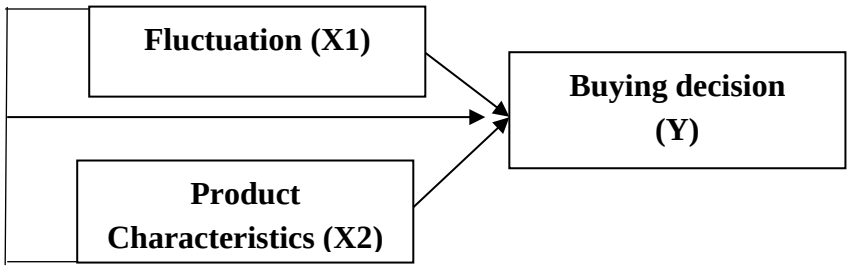


Figure 1 Research Model

Hypothesis

The relationship between variables in this study has the following hypothesis:

1. It is suspected that there is an influence of fluctuations on consumer purchasing decisions at the Rantauprapat simple gold shop.
2. It is suspected that there is an influence of product characteristics on consumer purchasing decisions at the Rantauprapat simple gold shop.
3. It is suspected that there is an influence of product fluctuations and characteristics on consumer purchasing decisions at the Rantauprapat simple gold shop.

3. RESEARCH METHODS

Data Types and Sources

This research is a research with quantitative methods and through the associative causality approach. Quantitative methods are data in the form of numbers. According to (Hasan, 2017) causal associative research is research that aims to analyze the relationship between one variable and another or how a variable (X) affects another variable (Y).

Population, Sample Size and Sampling Techniques

According to Sugiyono (2016) "Population is a generalization area consisting of objects or subjects that have certain qualities or characteristics determined by researchers to be studied and then conclusions drawn". The population in this study were consumers at the Rantauprapat Simple Gold Shop, totaling 110 people, and the sample was 86 respondents. The technique used was random sampling technique using the Slovin formula.

Data Collection Techniques

The data collection techniques used are through observation and interviews, where the interview is by conducting Q&A with consumers at the Rantauprapat Simple Gold Shop and distributing questionnaires to consumers at the Simple Gold Shop using a Likert scale in the form of a checklist and also having the following value weights:

Table 1. Likert Scale

Information	Score
Strongly agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Furthermore, the questionnaire that was prepared was tested for its feasibility through validity and reliability testing using SPSS 22.0.

Data Analysis Techniques

In analyzing the data of this study using statistical techniques in testing the validity and reliability of the questionnaire then multiple linear regression analysis by conducting T-test and F-test in proving the hypothesis. Multiple linear regression analysis is an analysis that is carried out to determine the independent variables that are more than one against the dependent variable. In testing the multiple linear regression model, it must previously go through a classical assumption test, where the classical assumption is the test by conducting a normality test, multicollinearity and heteroscedasticity, namely as follows:

Normality Test

Data The purpose of the data normality test is to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

Multicollinearity Test

Used to test whether a strong/high correlation is found in the regression between independent variables. If there is a correlation between independent variables, multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance <0.10 is the same as VIF> 10.

Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity, otherwise if the variance is different then it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values.

Multiple Linear Regression Analysis

This analysis was conducted to determine how much influence Fluctuations (X1) and Product Characteristics (X2) have on Purchasing Decisions (Y), where the multiple linear equations are as follows:

$Y = a + b1x1 + b2x2$

Hypothesis Testing

Partial Significance Test (T-Test)

The t-statistic test is conducted to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

- H0 is accepted if ttable > tcount: meaning there is no significant influence of the independent variable partially on the dependent variable.
- Ha is accepted if tcount > ttable: meaning there is a significant influence of the independent variable partially on the dependent variable.

Simultaneous Significance Test (F Test)

Static Testing The F test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

- Accept H0 (reject Ha) if Fcount < Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.
- Reject H0 (accept Ha) if Fcount > Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.

Coefficient of Determinant

Testing the coefficient of determination (R2) will show the magnitude of the contribution of the independent variable to the dependent variable.

4. RESEARCH RESULTS

Validity and Reliability Test Results

The results of the Validity and Reliability Test can be seen as follows:

Table 2 Results of Validity and Reliability Tests

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 1%(84)	Information	Cronbach's Alpha > 60	Status
Fluctuation(X1)	X1.1	0.236	0.1786	Valid	0.742	Reliable
	X1.2	0.694	0.1786	Valid		
	X1.3	0.666	0.1786	Valid		
	X1.4	0.605	0.1786	Valid		
	X1.5	0.581	0.1786	Valid		
	X1.6	0.314	0.1786	Valid		
	X1.7	0.611	0.1786	Valid		
	X1.8	0.576	0.1786	Valid		
	X1.9	0.464	0.1786	Valid		
	X1.10	0.694	0.1786	Valid		
Product Characteristics(X2)	X2.1	0.734	0.1786	Valid	0.726	Reliable
	X2.2	0.473	0.1786	Valid		
	X2.3	0.445	0.1786	Valid		
	X2.4	0.548	0.1786	Valid		
	X2.5	0.487	0.1786	Valid		
	X2.6	0.576	0.1786	Valid		
	X2.7	0.418	0.1786	Valid		
	X2.8	0.610	0.1786	Valid		
	X2.9	0.734	0.1786	Valid		
	X2.10	0.326	0.1786	Valid		
Purchase Decision(Y)	Y.1	0.198	0.1786	Valid	0.684	Reliable
	Y.2	0.502	0.1786	Valid		
	Y.3	0.649	0.1786	Valid		
	Y.4	0.534	0.1786	Valid		
	Y.5	0.503	0.1786	Valid		
	Y.6	0.592	0.1786	Valid		

	Y.7	0.644	0.1786	Valid		
	Y.8	0.664	0.1786	Valid		
	Y.9	0.514	0.1786	Valid		
	Y.10	0.273	0.1786	Valid		

Table 2 shows that for each statement has Rcount > Rtable then it can be concluded that all statements are valid. And next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

Classical Assumption Test Results

Normality Test

The normality test is carried out in this case to test whether the dependent and independent variables have a normal distribution or not. Below we explain how to test for normality:

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		86
Normal Parametersa,b	Mean	40.9302326
	Std. Deviation	1.37770837
Most Extreme Differences	Absolute	.075
	Positive	.055
	Negative	-.075
Test Statistics		.075
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.

b. Calculated from data.

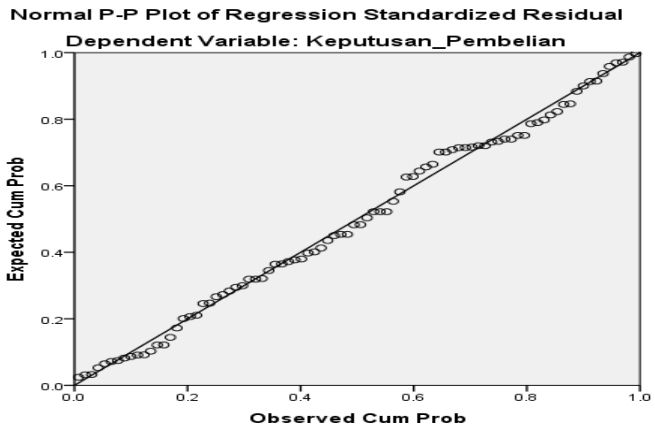
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Data was processed in SPSS 22.0

Table 3 shows that the asymp.sig value (0.200) is greater than the alpha value (0.05), so this normality test is stated to be normally distributed.

Figure 2



Data was processed in SPSS 22.0

The image above shows that the points follow the diagonal line, because they follow or do not spread out. This shows that this test is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficientsa

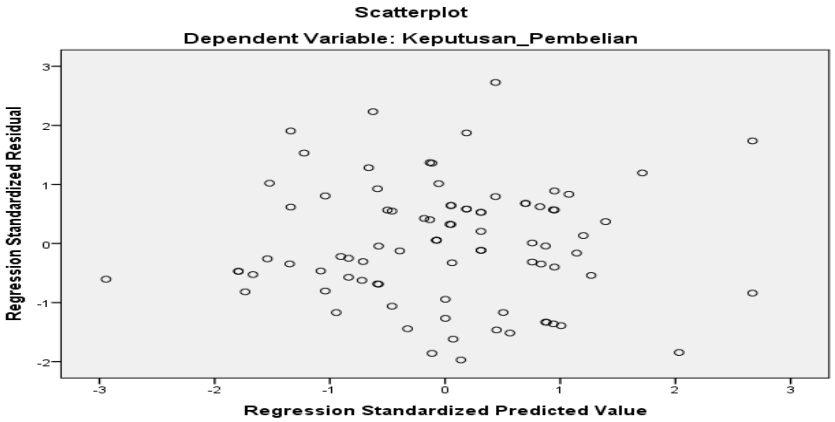
Model		Collinearity Statistics	
		Tolerance	VIF
1	Fluctuation	.877	1.141
	Product_Characteris-tics	.877	1.141

a. Dependent Variable: Purchase_Decision

Table 4 shows that the tolerance values x1 and x2 (0.877) are greater than 0.1 and the VIF values x1 and x2 (1.141) are less than 10. Therefore, the test is said to show no multicollinearity.

Heteroscedasticity Test

Figure 3



Data was processed in SPSS 22.0

From the image above, the researcher sees that the points are spread above and below point x 0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis Results

Table 5. Results of Multiple Linear Regression Calculations and T-Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,652	4.486		5,050	.000
	Fluctuation	.173	.086	.216	2.018	.047
	Product_Character istics	.266	.101	.281	2.623	.010

a. Dependent Variable: Purchase_Decision

then the multiple linear regression equation for serving speed and menu diversity is:

Y = a + b1x1 + b2x2

Y = 22.652+0.173+0.266

From the equation above, it can be seen that the Fluctuation Variable (X1) has a positive b coefficient and the Product Characteristics Variable (X2) has a positive b coefficient.

T-Test (Partial)

Hypothesis testing individually with the t-test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t-test can be seen in table 5 above, so it can be concluded:

Based on the Fluctuation variable t count 2.018 then from t count 2.018 > t table of (1.663). If t count > t table then H0 is rejected, meaning that there is a close influence between the Fluctuation variable and purchasing decisions at a simple gold shop.

Based on the product characteristic variable, it has a t count of (2.623), therefore t count (2.623) > t table of (1.663), if t count > t table then H0 is rejected, meaning that there is an influence between the product characteristic variable and purchasing decisions at a simple gold shop.

F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161,337	2	80,668	8,367	.000b
	Residual	800.245	83	9,642		
	Total	961,581	85			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Product_Characteristics, Fluctuation

Data was processed in SPSS 22.0

The provision if Fcount > Ftable then the variables simultaneously have an effect, but if Fcount < Ftable then the variables simultaneously have no effect. Based on the table it can be seen that Fcount = 8.367, Ftable = 3.11 thus Fcount > Ftable, So it can be concluded that variables X1 and X2 simultaneously have an effect on purchasing decisions at the Rantauprapat simple gold shop.

Coefficient of Determinant

Table 7. Determinant Coefficient

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.410a	.168	.148	3.105

a. Predictors: (Constant), Product_Characteristics, Fluctuation

b. Dependent Variable: Purchase_Decision

Data was processed in SPSS 22.0

The result of the R Square value test is 0.168 or 16.8%, thus the influence of product fluctuations and characteristics is 16.8% and the remaining 83.2% is influenced by other factors and variables.

Discussion

Based on the Fluctuation variable t count 2.018 then from t count 2.018 > t table of (1.663). If t count > t table then H0 is rejected, meaning that there is a close influence between the Fluctuation variable and purchasing decisions at a simple gold shop.

Based on the product characteristic variable, it has a t count of (2.623), therefore t count (2.623) > t table of (1.663), if t count > t table then H0 is rejected, meaning that there is an influence between the product characteristic variable and purchasing decisions at a simple gold shop.

The result of the R Square value test is 0.168 or 16.8%, thus the influence of product fluctuations and characteristics is 16.8% and the remaining 83.2% is influenced by other factors and variables.

5. CLOSING

Conclusion

The conclusion of this research is:

There is an influence between the Fluctuation variable and purchasing decisions (Y) at the Rantauprapat simple gold shop.

There is an influence between the product characteristics variable and purchasing decisions (Y) at the Rantauprapat simple gold shop.

The influence of Fluctuations and Product Characteristics is 16.8% and the remaining 83.2% is influenced by other factors and variables.

The suggestions from this research are:

Simple Gold Shop should try to maintain the stability of gold prices by providing the latest information on price changes. This can increase consumer confidence and encourage them to make purchases without hesitation.

Stores need to continuously update the design and variety of gold products according to market trends. In addition, ensuring good quality and durability of the products will increase consumer satisfaction and loyalty to the store.

Friendly and informative service, such as providing a complete explanation of the characteristics of gold products and easy access to price information, will help consumers make purchasing decisions with more confidence.

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