The Effect of Consumer Friendship and Completeness of Building Material Products on the Decision of Buying Interest in the Prima Baja Aek Tapa Rantauprapat Building Materials Store

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Abstract: The aim of this research is to determine whether or not there is a significant influence of consumer friendliness and the completeness of building material products on purchasing interest decisions at the Prima Baja building materials shop AEK Tapa Rantauprapat. The 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 88 respondents or consumers. The sampling technique is simple random sampling with a significance of 1%. 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 a close and significant influence of consumer friendliness on purchasing interest decisions, there is no close and significant influence of product completeness on purchasing interest decisions. The influence of consumer friendliness and product completeness is 70.7% and the remaining 29.3% is influenced by other factors and variables.

1. Introduction

In an era of increasingly tight business competition, building material stores need to improve their service quality and provide complete products to attract consumer buying interest. However, there are still problems where the friendliness of employee service and completeness of products are not fully optimal in increasing consumer buying interest. Consumer buying interest is not only influenced by product quality, but also by the service provided, especially employee friendliness. Friendliness in serving customers, which includes a friendly, polite, and responsive attitude, is the main key in creating a pleasant shopping experience. This is important to build a positive relationship between sellers and consumers, which ultimately influences purchasing decisions.

In addition, product completeness is also an important factor in increasing purchasing interest. Consumers tend to choose stores that provide a variety of quality product choices in one place, making it easier for them to meet their needs without having to move to another store. However, the lack of complete products in a store can cause consumers to switch to another place, thus reducing potential sales.

Prima Baja Aek Tapa Rantauprapat Building Materials Store is one of the stores that provides various types of building materials in its area. However, the problem faced is the extent to which the friendliness of employee service and the completeness of the products available have been able to increase consumer buying interest. Therefore, this study was conducted to analyze the effect of friendly service to consumers and completeness of products on purchasing interest decisions at the Prima Baja Aek Tapa Rantauprapat Building Materials Store, so that the store can develop the right strategy to improve its business performance.

1.1 Research Objectives

The objectives of this study are to determine:

a. To determine the effect of friendliness to consumers on purchasing interest decisions at the Prima Baja Aek Tapa Rantauprapat building material store.

b. To determine the significant effect of completeness of building material products on purchasing interest decisions at the Prima Baja Aek Tapa Rantauprapat building material store.

c. To determine the effect of friendliness to consumers and completeness of building material products on purchasing interest decisions at the Prima Baja Aek Tapa Rantauprapat building material store.

2. Preliminaries or Related Work or Literature Review

2.1 Friendliness to Consumers

According to (Kurniawan et al., 2021) Friendliness is a key aspect in interacting because an employee relationship can be said to be successful if employees are kind and friendly to other employees and to customers and the company must empower employees to always apply friendliness. in the journal (Apriliya et al., 2022) a consumer is someone who uses marketed products and/or services. Thus, friendliness to consumers is a key aspect in interacting with consumers as someone who uses marketed products and services.

2.2 Product Completeness

In the Journal (Dorthy et al., 2024), according to Anjarwan (2018), product completeness is the various products sold starting from the brand or type of product, and the availability of these products can meet the needs and desires of consumers. While Widia et al. (2021). defines that product completeness is a variety of products in terms of product completeness starting from the brand, quality and availability of the product at all times in the store.

2.3 Purchase Interest Decision

(Abdul Kohar Septyadi et al., 2022) Purchase decision is a form of consumer behavior in using or consuming a product. In buying or using a particular product to make a decision, consumers will go through a process where the process is a description of how consumers analyze various inputs to make decisions in making purchases, Purchase interest is a feeling

to buy by consumers that arises after consumers carry out pre-purchase activities. Thus, Purchase Interest Decision is consumer behavior that shows the extent of their commitment to making a purchase. purchase minute indicators, namely Interested in information about the product, Considering buying, Interested in trying, Want to know the product, So want to have the product.

**2.4 Relationship between friendliness to consumers and purchase interest decisions**

(Nurjanah, 2022) employee friendliness in service has a significant influence on consumer purchasing interest. Research published in the Al-Tsarwah Journal shows that a 1% increase in friendliness can increase consumer purchasing interest by 17.2%.

2.5 Relationship between product completeness and purchase intention decision

(Dorthy et al., 2024) in the Goretan Pena Journal shows that product completeness has a significant effect on repurchase intention through customer satisfaction as an intervening variable.

2.6 Research Model

This study describes the relationship between the independent variables, namely Consumer Friendliness and Product Completeness, with the dependent variable, namely the purchase intention decision.
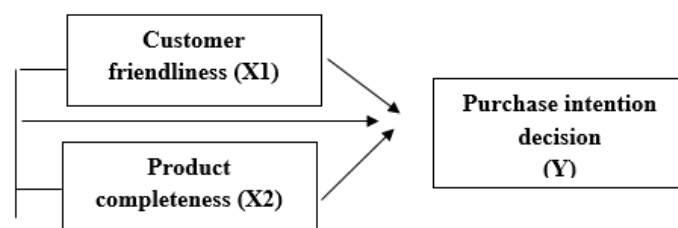
Figure 1 Research Model of Consumer Friendliness and Product Completeness on Purchase Intention Decision

2.7 Hypothesis

A hypothesis is a temporary assumption that is the most likely assumption that still needs to be proven true. The relationship between the variables in this study has the following hypothesis:

a. It is suspected that there is an influence of Consumer Friendliness on Purchase Intention Decision at the Prima Baja Aek Tapa Rantauprapat building materials store.

b. It is suspected that there is an influence of the completeness of building material products on Purchase Intention Decision at the Prima Baja Aek Tapa Rantauprapat building materials store.

c. It is suspected that there is an influence of Consumer Friendliness and Completeness of Building Material Products on Purchase Intention Decision at the Prima Baja Aek Tapa Rantauprapat building materials store.

3. Proposed Method

3.1 Types and Sources of Data

According to the Journal (Wibowo & Singagerda, 2023) This research is a research with a quantitative method and through an 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).

3.2 Population, Sample Size and Sampling Technique

According to (Suriani et al., 2023) In quantitative research, population is defined as a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. While the sample is part of that population (Sugiyono, 2014). The population in this study were consumers at the Prima Baja Aek Tapa Rantauprapat building materials store, namely 750 people, and the sample was 88 respondents. The technique used was random sampling technique using the Slovin formula with a significance of 1%.

3.3 Data Collection Technique

The data collection technique used was through observation and interviews, where the interviews were by conducting questions and answers with consumers at Pondok Anugrah Padang Bulan Rantauprapat and distributing questionnaires to consumers at Pondok Anugrah Padang Bulan Rantauprapat using a Likert scale in the form of a checklist and also has 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.

3.4 Data Analysis Techniques

In analyzing the data, this study used statistical techniques to test the validity and reliability of the questionnaire, then multiple linear regression analysis by conducting the T test and F test to prove the hypothesis. Multiple linear regression analysis is an analysis 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 test for normality, multicollinearity and heteroscedasticity, namely as follows:

3.5 Normality Test

(Ginting & Silitonga, 2019) The normality test aims to test whether in the regression method, the dependent variable and the independent variable both have a normal distribution or not. A good regression model is data that is normally distributed or close to normal. 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.

3.6 Multicollinearity Test

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

3.7 Heteroscedasticity Test

In the journal (Iftitah Mutiara Sudiro & Retno Fuji Oktaviani, 2024) according to Ghozali (2018) the heteroscedasticity test aims to test whether there is inequality of variance from the residuals of one observation to another. A good regression model is one in which there is no 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.

3.8 Multiple Linear Regression Analysis

This analysis is carried out to determine how much influence consumer friendliness (X1) and product completeness (X2) have on purchasing interest decisions (Y), where the multiple linear equations are as follows:

$Y = a + b1x1 + b2x2$

3.9 Hypothesis Testing

3.9.1 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:

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

3.9.2 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 simultaneously on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

a. Accept H0 (reject Ha) if Fcount<Ftable: meaning that there is a significant influence simultaneously from the independent variable on the related variable.

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

3.9.3 Determinant Coefficient

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

4. Results and Discussion

4.1 Results of the Classical Normality Assumption Test:

Validity and Reliability Test Results Validity and Reliability Test Results can be seen as follows:

Table 2 Results of Validity and Reliability Tests

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 1%(86)	Information	Cronbach's Alpha > 60	Status
Customer friendliness (X1)	X1.1	0.408	0.273	Valid	0.737	Reliable
	X1.2	0.696	0.273	Valid		
	X1.3	0.667	0.273	Valid		
	X1.4	0.587	0.273	Valid		
	X1.5	0.561	0.273	Valid		
	X1.6	0.310	0.273	Valid		
	X1.7	0.613	0.273	Valid		
	X1.8	0.577	0.273	Valid		
	X1.9	0.453	0.273	Valid		
	X1.10	0.696	0.273	Valid		
Product completeness (X2)	X2.1	0.599	0.273	Valid	0.750	Reliable
	X2.2	0.458	0.273	Valid		
	X2.3	0669	0.273	Valid		
	X2.4	0.652	0.273	Valid		
	X2.5	0.551	0.273	Valid		
	X2.6	0.482	0.273	Valid		
	X2.7	0.465	0.273	Valid		
	X2.8	0.609	0.273	Valid		
	X2.9	0.599	0.273	Valid		
	X2.10	0.454	0.273	Valid		
	Y.1	0.395	0.273	Valid	0.732	Reliable

	Y.2	0.654	0.273	Valid		
	Y.3	0.657	0.273	Valid		
	Y.4	0.598	0.273	Valid		
	Y.5	0.620	0.273	Valid		
Purchase De-cision (Y)	Y.6	0.366	0.273	Valid		
	Y.7	0.613	0.273	Valid		
	Y.8	0.608	0.273	Valid		
	Y.9	0.444	0.273	Valid		
	Y.10	0.444	0.273	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.

4.2 Classical Assumption Test Results

4.2.1 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, here we explain how the normality test is carried out:

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

|		Unstandardized Predicted Value
N		88
Normal Parametersa,b	**Mean**	40.8863636
	Std. Deviation	3.26342182
Most Extreme Differences	**Absolute**	.074
	Positive	.035
	Negative	-.074
Test Statistics		.074
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 processed in SPSS 22.0

Table 3 shows the asymp.sig value (0.200) is greater than the alpha value (0.05) so this normality test is stated to be normally distributed.
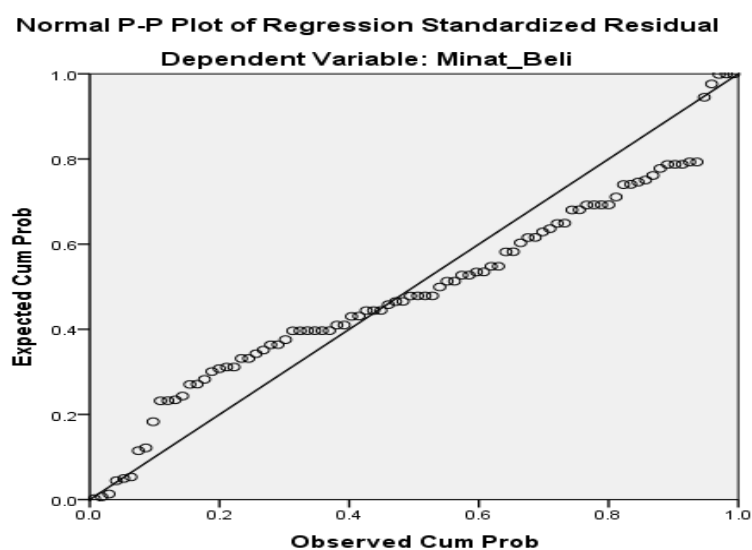
Figure 2 Data was processed in SPSS 22.0

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

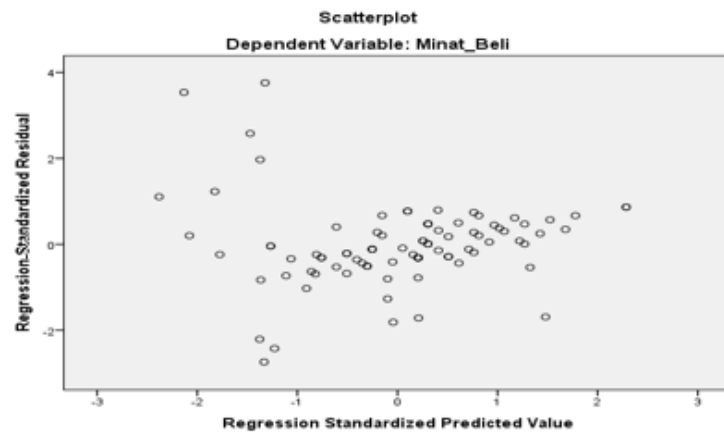| Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,521	2,469		3,046	.003		
	Customer Friendliness	.628	.079	.690	7,937	.000	.456	2.193
	Product_Completeness	.187	.085	.191	2.191	.031	.456	2.193

a. Dependent Variable: Purchase Interest

Data was processed in SPSS 22.0

Table 4 shows that the tolerance values x1 and x2 (0.456) are greater than 0.1 and the VIF values x1 and x2 (2.193) are less than 10. Therefore, the test is said to show no multi-collinearity.

International Journal of Economics and Management Research 2025 (August), vol. 4, no. 2, Suci, et al.

220 dari 12

4.2.2 Heteroscedasticity Test

Figure 3 Heteroscedasticity Test

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.

Table 5 Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,521	2,469		3,046	.003		
	Customer Friendliness	.628	.079	.690	7,937	.000	.456	2.193
	Product_Completeness	.187	.085	.191	2.191	.031	.456	2.193

a. Dependent Variable: Purchase Interest

Data was processed in SPSS 22.0

From the table above, the following values are obtained:

a (constant):7,521

b1x1   :0.628

b2x2   :0.187

Then the multiple linear regression equation for customer friendliness and availability of goods is:

Y = a + b1x1 + b2x2

Y = 7.521+0.628+0.187

From the equation above, it can be seen that the consumer friendliness variable (X1) has a positive b coefficient and the product completeness variable (X2) has a positive b coefficient.

4.2.3 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:

a. Based on the friendliness variable to consumers, tcount 7.937 then from tcount 7.937 > ttable of (2.633). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the friendliness variable to consumers on the decision of purchasing interest (Y) at the Prima Baja Aek Tapa Rantauprapat building materials store.

b. Based on the product completeness variable, it has a t count of (2.191), therefore t count (2.191) < t table of (2.663), if t count < t table then H0 is accepted, meaning that there is no close/significant influence between the product completeness variable and purchasing decisions (Y) at the Prima Baja Aek Tapa Rantauprapat building materials store.

4.2.4 F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test**)**

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	926,543	2	463,272	102,462	.000b
	Residual	384,320	85	4,521		
	Total	1310.864	87			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Product_Completeness, Customer_Friendliness

Data was processed in SPSS 22.0

Based on the table, it can be seen that Fcount = 102.462, Ftable = 4.86 with a significance of 0.000, then obtained sig count (0.000) < sig table (0.05), and Fcount> Ftable then H0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence the decision of purchasing interest at the Prima Baja Aek Tapa Rantauprapat building materials store.

4.2.5 Coefficient of Determinant

Table 7. Determinant Coefficient

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841a	.707	.700	2.12636

a. Predictors: (Constant), Product_Completeness, Customer_Friendliness

b. Dependent Variable: Purchase Interest

Data was processed in SPSS 22.0

The results of the R Square value test are 0.707 or 29.3%, thus the influence of customer friendliness and availability of goods is 70.7% and the remaining 29.3% is influenced by other factors and variables.

5. Discussion

a. Based on the friendliness variable to consumers, tcount 7.937 then from tcount 7.937 > ttable of (2.633). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the friendliness variable to consumers on the decision of purchasing interest (Y) at the Prima Baja Aek Tapa Rantauprapat building materials store.

b. Based on the product completeness variable, it has a t count of (2.191), therefore t count (2.191) < t table of (2.663), if t count < t table then H0 is accepted, meaning that there is no close/significant influence between the product completeness variable and purchasing decisions (Y) at the Prima Baja Aek Tapa Rantauprapat building materials store.

c. The results of the R Square value test are 0.707 or 29.3%, thus the influence of customer friendliness and availability of goods is 70.7% and the remaining 29.3% is influenced by other factors and variables.

6. Closing

6.1 Conclusion

The conclusion of this research is:

a. There is a close/significant influence between the variable of friendliness to consumers and the decision to purchase interest (Y) at the Prima Baja Aek Tapa Rantauprapat building materials shop.

b. There is no close/significant influence between the product completeness variable and the purchasing interest decision (Y) at the Prima Baja Aek Tapa Rantauprapat building materials store.

c. The influence of consumer friendliness and product completeness on consumer purchasing decisions is 70.7% and the remaining 29.3% is influenced by other factors and variables.

6.2 Suggestion

The suggestions from this research are:

a. Prima Baja Aek Tapa Rantauprapat Building Materials Store is advised to train employees in providing friendly, polite and responsive service to customer needs.

b. Stores need to ensure the availability of diverse and quality products to meet customer needs. This includes providing a variety of brands and types of building materials that are widely sought after by consumers.

c. Stores are advised to develop marketing strategies that emphasize friendly service and product completeness.

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