

Article

The Effect Of Customer Friendship And Product Availability On Purchase Decisions At 5f Clothing Store, Batu Ajamu Market, Panai Hulu District

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Abstract: The purpose of this study was to determine the significant or insignificant influence of customer friendliness and availability of goods on purchasing decisions at the 5F clothing store in Batu Ajamu Market, Panai Hulu District. The study used quantitative methods and an associative causality approach. The data collection technique used was through observation and interviews. The sample in this study was 99 respondents or consumers. The sampling technique was simple random sampling. The data analysis technique used statistical techniques/SPSS by conducting validity and reliability tests, then for the questionnaire and multiple linear regression analysis with the T Test and F Test to prove the hypothesis. The results showed that there was a close and significant influence of customer friendliness on purchasing decisions, there was no close and significant influence of the availability of goods on purchasing decisions, the influence of customer friendliness and availability of goods was 35.6% and the remaining 64.4% was influenced by other factors and variables.

Keywords: Customer friendliness, availability of goods, purchasing decisions.

1. INTRODUCTION

Consumer behavior in the business world is greatly influenced by various factors that influence their decisions in choosing where to shop. In the tight competition of the modern era, understanding what drives consumers to make purchases is very important for the success of a business. Consumer purchasing decisions depend not only on the products offered, but also external factors that create a satisfying shopping experience.

Factors such as price, product quality, and store location are often the main considerations. However, as the retail industry evolves, stores are increasingly realizing the importance of creating a personalized and satisfying shopping experience, such as friendly service and good stock management. Friendly and professional service is a key element, because it can increase customer comfort and influence their purchasing decisions. In addition, the availability of complete goods and according to consumer needs is also an important factor in attracting and retaining customers.

5F Clothing Store in Batu Ajamu Market, Panai Hulu District, is one of the stores that attracts a lot of consumer attention. Although it offers a variety of clothing choices, there are indications that service and availability of goods are still challenges that affect customer satisfaction. This raises questions about the extent to which friendly service and availability of goods affect consumer purchasing decisions at the store. Therefore, this study was conducted to analyze the influence of friendliness to customers and availability of goods on purchasing decisions at the 5F clothing store in Batu Ajamu Market, Panai Hulu District.

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Research purposes

The objectives of this research are to find out:

1. To determine the significant or insignificant influence of customer friendliness on purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.
2. To determine the significant influence or not of the availability of goods on purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.
3. To determine the influence of customer friendliness and product availability on purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

2. LITERATURE REVIEW

Customer Friendliness

Friendliness in customer service is one of the important aspects in the retail industry. Friendly attitude from employees can increase customer satisfaction and encourage their loyalty. According to Kotler and Keller (2016), friendliness in customer service can create a positive shopping experience and increase customer satisfaction. Research by Wijayanti and Nugroho (2020) shows that employee friendliness has a positive and significant effect on consumer loyalty through consumer satisfaction. This confirms that quality service and friendly attitude from employees can increase customer satisfaction and loyalty. Factors that influence friendliness to customers are Good Communication, Positive Attitude and Empathy, Patience and Flexibility, Responsiveness, Honesty and Trust, Professionalism, Consistency in Service, Training and Work Culture. Indicators of friendliness to customers are Friendly and Polite Attitude, Speed and Accuracy in Providing Services, Empathy towards Customers, Effective Communication, Consistency in Service.

Availability of Goods

The availability of complete goods and in accordance with customer needs is an important factor in purchasing decisions. According to Schiffman and Wisenblit (2019), customers are more likely to choose stores that provide a variety of products they need. Santoso (2019) in his research stated that product completeness has a positive and significant effect on purchasing decisions. This shows that adequate availability of goods can increase the likelihood of a purchase. Factors that influence are inventory management, smooth distribution, market demand. Indicators of goods availability are the amount of stock available, timeliness of provision of goods, suitability of goods to demand, ability to adjust stock to market demand, efficiency of stock management systems

Buying decision

Purchasing decisions are the process by which consumers determine the choice of products or services to be purchased. Factors such as service quality, store atmosphere, and product completeness can influence this decision. Zeithaml, Bitner, and Gremler (2020) explain that customer experiences in shopping, including interactions with staff and product completeness, play an important role in shaping purchasing decisions. Lubis (2020) in his research showed that store atmosphere and product completeness simultaneously have a positive and significant effect on purchasing decisions. This shows that a comfortable store environment and complete products can encourage consumers to make purchases.

The relationship between customer friendliness and purchasing decisions

Employee friendliness plays an important role in influencing consumer purchasing decisions. Research by Rivaldi Pratama et al. (2023) found that employee friendliness has a

positive and significant influence on repurchase intention at Angkasa Mart 1 Pekanbaru. However, another study by Sari et al. (2021) showed that friendliness did not have a significant influence on purchasing decisions at Cafe Kopi Aceh, South Metro City-Lampung. These differences in findings indicate that the influence of employee friendliness on purchasing decisions can vary depending on the context and type of business.

The relationship between product availability and purchasing decisions

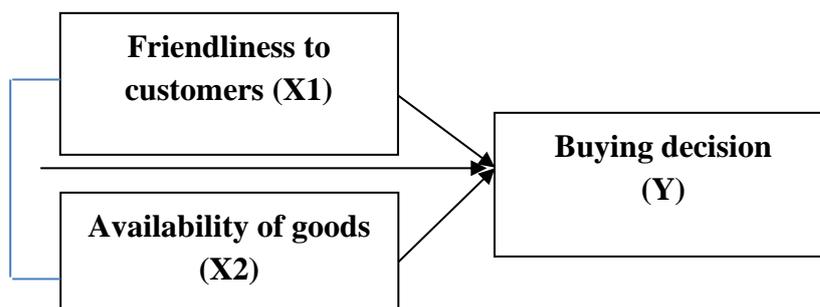
Availability of goods has a major influence on consumer purchasing decisions. According to Kotler and Keller (2006), consumers are more likely to shop at stores that have complete and easily accessible product stocks. Research by the Student Business Journal (2022) also found that complete stock increases customer satisfaction and prevents them from moving to other stores. The more complete the goods available, the more likely consumers are to make a purchase. Thus, ensuring adequate availability of goods can increase purchasing decisions and customer loyalty.

Framework of thinking

This study describes the relationship between independent variables, namely customer friendliness and availability of goods, with the dependent variable, namely purchasing decisions.

Figure 1

Customer friendliness and availability of goods thinking framework for purchasing decisions



Hypothesis

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

1. H1: It is suspected that there is an influence of friendliness towards customers on purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.
2. H2: It is suspected that there is an influence of the availability of goods on purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.
3. H3: It is suspected that there is an influence of friendliness to customers and availability of goods on purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

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

The population in this study were customers of the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district, namely 131 people, and the sample was 99 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 a question and answer session 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.

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 conducted to determine the independent variables that are more than one against the dependent variable. In testing the multiple linear regression model previously had to go through the classical assumption test, where the classical assumption is the test by conducting normality, multicollinearity and heteroscedasticity tests 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 customer friendliness (X1) and product availability (X2) have on purchasing decisions (Y), where the multiple linear equations are as follows:

$$Y = a + b_1x_1 + b_2x_2$$

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:

1. H0 is accepted if $t_{table} > t_{count}$: meaning there is no significant influence of the independent variable partially on the dependent variable.
2. Ha is accepted if $t_{count} > t_{table}$: this means that 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:

1. Accept H0 (reject Ha) if $F_{count} < F_{table}$: meaning there is a significant simultaneous influence of the independent variable on the related variable.
2. Reject H0 (accept Ha) if $F_{count} > F_{table}$: 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.

RESEARCH RESULT

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 5%(97)	Information	Cronbach's Alpha > 60	Status
Customer friendliness (X1)	X1.1	0.411	0.1663	Valid	0.752	Reliable
	X1.2	0.744	0.1663	Valid		
	X1.3	0.671	0.1663	Valid		
	X1.4	0.537	0.1663	Valid		
	X1.5	0.523	0.1663	Valid		
	X1.6	0.312	0.1663	Valid		
	X1.7	0.651	0.1663	Valid		
	X1.8	0.485	0.1663	Valid		
	X1.9	0.416	0.1663	Valid		
	X1.10	0.744	0.1663	Valid		
Availability of goods(X2)	X2.1	0.553	0.1663	Valid	0.792	Reliable
	X2.2	0.539	0.1663	Valid		
	X2.3	0.729	0.1663	Valid		

	X2.4	0.727	0.1663	Valid		
	X2.5	0.593	0.1663	Valid		
	X2.6	0.400	0.1663	Valid		
	X2.7	0.508	0.1663	Valid		
	X2.8	0.598	0.1663	Valid		
	X2.9	0.553	0.1663	Valid		
	X2.10	0.646	0.1663	Valid		
Purchase Decision (Y)	Y.1	0.220	0.1663	Valid	0.740	Reliable
	Y.2	0.656	0.1663	Valid		
	Y.3	0.651	0.1663	Valid		
	Y.4	0.670	0.1663	Valid		
	Y.5	0.637	0.1663	Valid		
	Y.6	0.398	0.1663	Valid		
	Y.7	0.548	0.1663	Valid		
	Y.8	0.591	0.1663	Valid		
	Y.9	0.525	0.1663	Valid		
	Y.10	0.481	0.1663	Valid		

Table 2 shows that for each statement has $R_{count} > R_{table}$ 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		99
Normal Parameters ^{a,b}	Mean	41.1010101
	Std. Deviation	2.34864903
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.041
Test Statistics		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

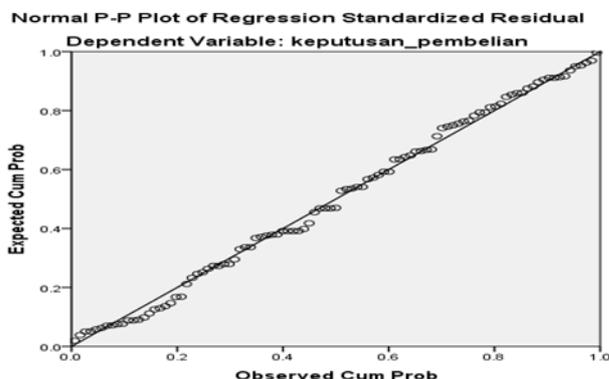
c. Lilliefors Significance Correction.

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

		Collinearity Statistics	
		Tolerance	VIF
Model			
1	customer_friendliness	.691	1,448
	availability_of_goods	.691	1,448

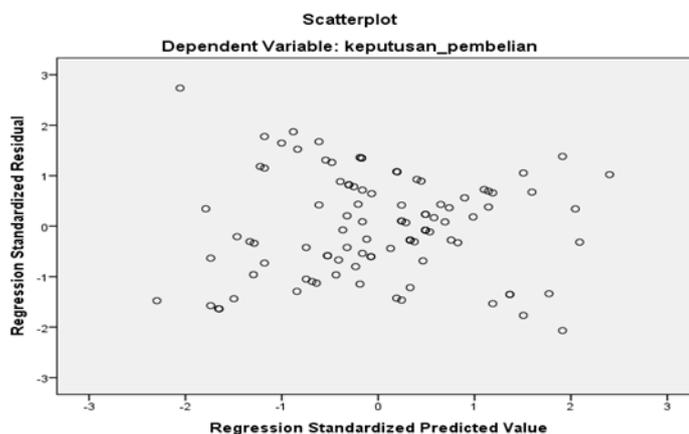
a. Dependent Variable: purchase_decision

Data was processed in SPSS 22.0

Table 4 shows that the tolerance values x1 and x2 (0.691) are greater than 0.1 and the VIF values x1 and x2 (1.448) 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 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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	21,729	3.267		6,651	.000
customer_friendliness	.582	.087	.657	6,670	.000
availability_of_goods	-.104	.082	-.125	-1.264	.209

a. Dependent Variable: purchase_decision

Data was processed in SPSS 22.0

From the table above, the following values are obtained:

a (constant) : 21,729

b1x1 : 0.582

b2x2 : -0.104

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

$$Y = a + b1x1 + b2x2$$

$$Y = 21.729 + 0.582x1 - 0.104x2$$

From the equation above, it can be seen that the customer friendliness variable (X1) has a positive b coefficient and the goods availability variable (X2) has a negative 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 friendliness variable to customers, tcount 6.670 then from tcount 6.670 > ttable of (1.661). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the friendliness variable to customers on purchasing decisions (Y) at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

Based on the variable of availability of goods, it has a t count of (-1.264), therefore t count (-1.264) < t table of (1.661), if t count > t table then H0 is accepted, meaning that there is no close/significant influence between the variable of availability of goods and purchasing decisions (Y) at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	21,729	3.267		6,651	.000
customer_friendliness	.582	.087	.657	6,670	.000
availability_of_goods	-.104	.082	-.125	-1.264	.209

a. Dependent Variable: purchase_decision

Data was processed in SPSS 22.0

Based on the table, it can be seen that $F_{count} = 26.575$, $F_{table} = 3.94$ with a significance of 0.000, then obtained sig count (0.000) < sig table (0.05), then H_0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence purchasing decisions at the 5F clothing store, Batu Ajamu market, Panai Hulu district.

Coefficient of Determinant

Table 7. Determinant Coefficient

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.356	.343	3.18919

a. Predictors: (Constant), availability_of_goods,_customer_friendliness

b. Dependent Variable: purchase_decision

Data was processed in SPSS 22.0

The results of the R Square value test are 0.356 or 35.6%, thus the influence of customer friendliness and availability of goods is 35.6% and the remaining 64.4% is influenced by other factors and variables.

Discussion

Based on the friendliness variable to customers, $t_{count} 6.670$ then from $t_{count} 6.670 > t_{table}$ of (1.661). If $t_{count} > t_{table}$ then H_0 is rejected, meaning that there is a close/significant influence between the friendliness variable to customers on purchasing decisions (Y) at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

Based on the variable of availability of goods, it has a t count of (-1.264), therefore t count (-1.264) < t table of (1.661), if t count > t table then H_0 is accepted, meaning that there is no close/significant influence between the variable of availability of goods and purchasing decisions (Y) at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

The results of the R Square value test are 0.356 or 35.6%, thus the influence of customer friendliness and availability of goods is 35.6% and the remaining 64.4% is influenced by other factors and variables.

CLOSING

Conclusion

The conclusion of this research is:

There is a close/significant influence between the variable of friendliness to customers and purchasing decisions (Y) at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

There is no close/significant influence between the variable of availability of goods and purchasing decisions (Y) at the 5F clothing store, Batu Ajamu market, Panai Hulu sub-district.

The influence of friendliness to customers and availability of goods is 35.6% and the remaining 64.4% is influenced by other factors and variables.

Suggestion

The suggestions from this research are:

Friendliness towards customers should be improved. Shop owners are advised to provide regular training to employees regarding the importance of friendliness in serving customers.

Stores are advised to implement a more integrated stock management system, such as using inventory software.

Stores should regularly evaluate the customer shopping experience through surveys or suggestion boxes. This feedback can be used to improve aspects of service, such as staff friendliness and speed of service, as well as ensuring the availability of goods according to customer needs.

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