

The Influence of Competitiveness on Community Purchase Interest at TOKMA Supermarket in Cibitung

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ABSTRACT

In the midst of global competition, enhancing competitiveness is imperative for countries to avoid marginalization in the global arena. This study focuses on the influence of competitiveness on consumer purchase intentions at TOKMA Department Store in Cibitung, Bekasi. The research examines the relationship between competitiveness and purchase intentions, considering factors such as pricing strategies, product variety, and customer satisfaction. The findings indicate that TOKMA Department Store exhibits competitive pricing and a wide range of products, influencing consumer purchase intentions positively. However, the study also reveals areas for improvement, particularly in enhancing product quality and customer experience. Overall, the research highlights the importance of competitiveness in attracting customers and driving purchase decisions in the retail sector.

Keywords: *Competitiveness, Consumer Purchase Intention, Customer Satisfaction, and Retail Sector.*

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I. INTRODUCTION

Entering the era of global competition marked by the increasing openness of world trade, the inability to enhance the competitiveness of national products will cause Indonesia to be marginalized in this competition. The high level of competition among countries not only impacts Indonesia's economy as a whole but also directly implicates regional economies.

The ability to enhance regional competitiveness depends greatly on the region's ability to identify factors that can be used as measures of regional

competitiveness. It is also determined by the region's ability to establish policies to enhance the competitiveness of its economy relative to other regions.

Competitiveness is a pillar supporting the existence of a business to sustainably stand amidst competition with other businesses, both established ones and emerging competitors. Competitiveness indicates how a business or organization can compete with similar or dissimilar businesses by leveraging its advantages to attract consumer attention.

Strong competitiveness is one of the key success factors for any company. The strength of strong competitiveness is advantageous for every company. Strong competitiveness plays a crucial role in enabling companies to maintain their current business effectively. One of the competitive factors required is pricing, whether it's the selling price of products for trading companies or service rates for service companies.

A business that possesses strength/ capability and acknowledges its weaknesses can leverage opportunities from its strengths and avoid threats arising from its weaknesses. Thus, the business has high capability or competitiveness, ensuring its existence and profitability for the entrepreneurs.

Companies lacking competitiveness will be left behind by the market. Without competitiveness means lacking advantages, and being inferior means there is no reason for a company to survive in the competitive market in the long term. Competitiveness relates to how effective an organization is in the competitive market compared to others offering similar or identical products or services. Companies capable of producing quality products or services are effective in the sense that they can compete.

Competitiveness is the concept of comparing the abilities and performances of companies, sub-sectors, or countries to sell and supply goods or services provided in the market. The competitiveness of a country can be achieved through the strategic competitiveness accumulation of each company. Meanwhile, at the company level, competitiveness is formed by continuously creating value-added processes.

Competitiveness determines whether we can survive or not in various fields. In essence, competitiveness is the ability of something or someone to grow and develop well among similar entities in the same environment.

Competitiveness is relative because determining it requires a comparison. The competitiveness of an individual is relative depending on who their competitors are. It's possible that at one time, a company may have high competitiveness, but at another time, when its competitors change to those who are far more competent, its competitiveness may decrease in comparison to its competitors.

Purchase intention is a consumer's mental statement reflecting the intention to purchase a specific product with a certain brand. Understanding consumers' purchase intentions towards a product is necessary for marketers to describe consumer behavior in the future. Purchase intention is formed from consumers' attitudes towards a product, which stems from their beliefs about the product's quality. Lower consumer belief in a product will result in decreased purchase intention.

Purchase intention is the tendency of a consumer's interest to then take action related to purchasing through various stages and levels of likelihood up to the ability to purchase a specific product, service, or brand.

Purchase intention is the desire that arises within consumers towards a product as a result of a process of observation and learning about the product. Consumers who are interested in purchasing a product show attention and pleasure towards the product, which is then followed by realization in the form of purchasing behavior.

Purchase intention is the final stage of a complex purchasing decision process. This process begins with the emergence of a need for a product or brand (need arousal), followed by information processing by the consumer, then the consumer will evaluate the product or brand. The result of this evaluation ultimately leads to the intention or intent to purchase before the consumer actually makes the purchase.

A department store, also known as a "toko serba ada" or "toserba", is a form of a retail store that sells retail merchandise. Typically, department stores are larger than supermarkets. A department store consists of a supermarket, department store

section, food court, and entertainment facilities (such as game stations) usually located on separate floors.

Items available in the supermarket section include various beverages, noodles, milk, snacks, basic necessities, meat, vegetables, fruits, as well as non-food items such as household cleaners, personal care products, pharmaceuticals, pet food, fragile items, electronics, and so on.

Items available in supermarkets include various beverages, noodles, milk, snacks, basic necessities (sembako), meat, vegetables, fruits, as well as various non-food items such as household cleaners, personal care products, pharmaceuticals, pet food, fragile items, electronics, and more.

In department stores, a variety of fashion needs are sold, including children's, women's, and men's clothing, shoes and bags, perfumes, and other fashion accessories. The food court in a department store usually integrates with entertainment facilities like game stations to attract consumers to dine at the food court.

Department stores or supermarkets typically offer products at low prices, sometimes reducing margins to attract customers. Certain products such as instant noodles, milk, soap, and shampoo are often sold at or close to cost price. To ensure profitability, department stores or supermarkets offset low margins with high overall sales volume and sales of high-margin items.

Companies need to prepare strategies related to enhancing their strengths by introducing differentiation or uniqueness compared to competitors to attract customers and encourage purchase decisions. Attracting customers to make purchase decisions can be done in various ways, one of which is through pricing strategies that many businesses have implemented in their efforts. However, besides pricing, attracting customers to make purchases can also be achieved by creating a pleasant atmosphere for customers in the store, as happy and comfortable customers are expected to trigger purchase intentions and make purchases.

Since the emergence of various minimarkets and hypermarkets, the role of traditional grocery stores and specialty shops has been increasingly marginalized. Traditional grocery stores and specialty shops provide fewer product varieties and

nearly the same prices as modern markets. They are not as spacious as minimarkets and their product arrangements are not as good as department stores. Modern markets such as minimarkets, hypermarkets, and supermarkets are generally clean, with well-organized products, and their staff are ready to assist. Has the existence of modern markets eroded the market share of traditional grocery stores and specialty shops? Department stores (minimarkets, supermarkets, hypermarkets) provide almost all basic needs from nine basic necessities to household appliances. Department stores, which are larger than 2000 square meters, also provide snacks and cosmetics. Examples of minimarkets include Alfamart and Indomaret. Middle-class department stores include Mirota, Luwes, Hari-Hari, Giant, etc. Large-scale department stores are usually dominated by giant retailers such as Tokma and Lotte mart.

Traditional grocery stores usually sell basic necessities (sembako) in small quantities. Specialty shops include stores specializing in food and souvenirs, fruits, workshop tools, electrical equipment, building materials, handicrafts, helmets, automotive products, and others. The advantage of specialty shops over traditional grocery stores or department stores is that they offer a wider variety of products in significantly larger quantities.

Consumers tend to visit department stores when shopping. By visiting one place, they can get many items at once. The benefits include requiring less effort, no need for price surveys, and shorter shopping time. For large department stores that implement cross-subsidization, the prices of some products are cheaper than traditional markets and grocery stores. However, the downside of department stores is the limited variety of products sold because most are mass-produced with high sales levels.

There are only a few comparable products for each type. For example, instant fried noodles are only available from brands like Indomie, Sarimi, and Mie Sedap. Buyers cannot find products with slightly different specifications than the market's taste, such as instant fried vermicelli. Similarly, if consumers want to purchase a large quantity of one product, such as five boxes of Mie Sedap, they may not be able to fulfill this request due to their limited stock.

Stores that specialize in specific products have the advantage of a large variety and stock of items. Consumers can compare the advantages and disadvantages of each product, choosing those that suit their preferences. The downside is that these stores only sell one type of product, such as only fruits or only dry goods, which can be purchased anywhere if needed in small quantities and varieties.

On the contrary, if we need a large quantity of a single type of item, it can easily be obtained at these specialty stores. Some types of specialty stores such as computer stores, furniture stores, or paint stores sell products that are not provided by minimarkets or supermarkets, so there is no difference whether consumers want to buy one set of chairs or a hundred sets of chairs.

In my opinion, the existence of department stores can have both positive and negative impacts on other stores if they are located in the same area. Buyers seeking convenience tend to shop at department stores to save energy. Meanwhile, buyers in need of specific products can go directly to specialty stores for more convenience and energy savings.

If the visitors are families, both department stores and specialty shops will benefit. Mothers can shop for daily necessities at the department store, fathers can buy household tools at the hardware store. Children can read books at the bookstore or play at the computer store.

However, if a very large department store like Tokma and Alfamart is located near a specialty shop, it may cause customers of the specialty shop to switch to the department store. They usually seek one-stop service where they can find almost all the items they need in one place. In this case, specialty shops are disadvantaged by the presence of giant department stores.

Based on the background of the research above, the author chooses the title: "The Influence of Competitiveness on Consumer Purchase Intentions at TOKMA Department Store in Cibitung, Bekasi.

II. LITERATURE REVIEW

Purchase intention

Purchase intention arises through a series of processes, including recognizing needs, searching for information, evaluating alternatives, and eventually developing a purchase interest in consumers. High purchase intention reflects the level of satisfaction consumers experience when deciding to adopt a product. The decision to adopt a product occurs after consumers try it and develop a liking or disliking for the product. Liking arises when consumers perceive the product they choose to be of good quality, thus meeting or even exceeding their expectations. The high perceived value of a product in the eyes of consumers has a positive impact on the success of goods or services in the market.

Purchase intention is synonymous with a strong drive from within individuals and is related to attitudes. Individuals who are interested tend to engage in a series of behaviors to approach or obtain the object. According to Simamora (as cited in Murtadana, 2014:56), meanwhile, according to Kotler, Bowen, and Makens (as cited in Wibisaputra, 2011:17), purchase intention can emerge after an alternative evaluation process, during which individuals make a series of choices regarding the products they intend to buy based on brand or interest.

Consumer Purchase Intention Consumer purchase intention (willingness to buy) is part of the behavioral component in consuming attitudes. Consumer purchase intention is the stage where consumers form their choices among several brands included in the choice set, and ultimately make a purchase of the alternative they prefer the most or the process consumers go through to buy a product or service based on various considerations (Pramono, 2012:136).

According to Kotler (2012:46), purchase intention is something that arises after receiving stimulation from a product that one sees, then the desire to buy and own it emerges. Purchase intention is considered as a measurement of the likelihood of consumers buying a particular product, where high purchase intention has a significant impact on the likelihood of a purchase decision occurring.

According to Sukmawati and Suyono as cited in Pramono, quoted from Annafik and Rahardjo (2012:67), purchase intention is part of the behavioral component in consuming attitudes. Consumer purchase intention is the stage where consumers form their choices among several brands included in the choice set. Then,

ultimately making a purchase of the alternative they prefer the most or the process consumers go through to buy a product or service based on various considerations.

Definition of Purchase Intention According to Durianto (2013:87), purchase intention is the desire to own a product. Purchase intention will arise when a consumer is influenced by the quality and quality of a product, as well as information about the product.

Purchase intention is consumer behavior that indicates the extent of their commitment to making a purchase. According to Kotler, Bowen, and Makens (2014:54), purchase intention arises after an alternative evaluation process. In the evaluation process, someone will make a series of choices regarding the products they intend to buy based on brand or interest.

A product is considered consumed by a consumer when the consumer has decided to purchase the product. The personal characteristics of consumers used to process stimuli are very complex, and one of them is the presence of impulses or motivations for consumers to buy. From several opinions above, it can be concluded that purchase intention is the sincere desire to possess something, a sacrifice where purchase intention arises because consumers are satisfied with the quality of the products provided by the company.

Purchase intention creates a motivation that will continue to be recorded in the mind and become a very strong desire that ultimately, when they are about to fulfill their needs, they will realize what is in their minds. If someone has a high motivation towards a particular object, then they will be driven to behave in a way that masters that product. Conversely, if their motivation is low, they will try to avoid the object in question.

A person's behavior depends largely on their interests, while behavioral interests depend heavily on attitudes and subjective norms about behavior. Beliefs about the consequences of behavior greatly influence attitudes and subjective norms. Individual attitudes are formed by the combination of beliefs and evaluations about the importance of a consumer's beliefs, while subjective norms are determined by beliefs and motivations.

Based on the above understanding, we can elaborate that interest is an impulse from within individuals as a result of external stimuli, awareness of needs, product recognition, and evaluation of alternatives to purchase products.

The factors influencing Consumer Purchase Intention

According to Kotler in Nandi Eko Putra (2011:45), the factors influencing consumer purchasing interest are as follows :

1. Price, Price is one of the crucial decisions for management. The set price should cover all costs and generate profit. The principle in determining the price is to focus on the willingness of buyers to pay the predetermined price, which is sufficient to cover costs and generate profit. Pricing decisions are influenced by several factors. Internally, company decisions on pricing are adjusted according to objectives, such as survival, short-term profit maximization, maximizing market share, or product quality standards. Pricing decisions are adjusted with the strategy mix, where management must consider the marketing mix as a whole. If the product is positioned based on factors other than price, decisions regarding product, promotion, and distribution will affect the price. Furthermore, External Factors include Market and consumer demand, which sets the "ceiling" price. Consumers will compare the price of a product or service with the benefits they will obtain. The relationship between price and demand for products or services must be understood and analyzed first. Competitors' prices and offers need to be known to determine pricing and their reactions after the decision is implemented. Economic conditions such as inflation, recession, government decisions, and interest rates can affect the effectiveness of pricing strategies.
2. Product (Efficiency Level): According to Kotler in Nandi Eko Putra (2011:46), a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Products encompass physical objects, services, people, places, organizations, and ideas. Tjiptono in Nandi Eko Putra (2011:46) explains that product efficiency is everything offered by producers to be noticed, demanded, sought after, used, or consumed by the market in a practical, economical, and efficient manner to fulfill

the needs or desires of the relevant market. Essentially, a product is a bundle of services provided to satisfy consumer needs. Various attributes inherent in a product will only yield value if they provide benefits to consumers. Therefore, the services provided by a product begin from the moment customers seek the product until they cease using it. Efficient product attributes are elements of a product considered important by consumers and serve as the basis for purchasing decisions. These efficient product attributes consist of Brand: According to Tjiptono in Nandi Eko Putra (2011:47), a brand is used for several purposes, including identity, which is beneficial for differentiation from other products, a promotional tool that enhances product attractiveness, for building image and instilling confidence, providing quality assurance, and imparting certain prestige to consumers, as well as for market control. Packaging serves various purposes such as protection, ease of use, reusability, promotion, product identification, distribution, and information provision through labeling. Warranty, This is the manufacturer's obligation to the consumers regarding their product, wherein consumers will be compensated if the product fails to function as expected or promised.

Warranties can take the form of product quality, repairs, reimbursement (money back or product exchange), and so on. Supplementary Services: These can be classified into categories such as information, e.g., directions to the manufacturer's location, product delivery schedules, consultations, such as advice, auditing, personal counseling, order taking including membership, order entry, and reservations, hospitality, such as welcoming, transportation, etc., care taking, consisting of attention and protection of customers' belongings, exceptions, including special requests prior to product delivery, complaint handling, etc., billing, such as periodic billing reports, and payments, such as consumer payments at stores. Based on these factors, the efficiency level of a product can satisfy consumers, thus influencing purchasing decisions. Services, Service quality heavily depends on three factors: systems, technology, and human resources. Human factors contribute the most, making service quality more difficult to replicate compared to product quality and price. One popular

concept of service quality is ServQual. Based on this concept, service quality is believed to have five dimensions: reliability, responsiveness, assurance, empathy, and tangibles.

Reliability dimension measures a company's reliability in providing services to customers. Compared to the other four dimensions of service quality, this dimension is considered the most important across various service industries. It encompasses two aspects: the company's ability to deliver services as promised and the extent to which the company can provide accurate services.

Responsiveness dimension refers to customers' expectations regarding the speed of service, which may vary unpredictably over time. The price at one time differs between one customer and another.

Assurance dimension is related to the company's ability and the frontline staff's behavior in instilling trust and confidence in customers. Based on research, there are several aspects of this dimension, namely friendliness, competence, credibility, and security (Sitinjak et al. in Nando Eko Putra, 2011:34).

Empathy dimension can be described with the notion that customers from upper-middle-class groups have high expectations for service providers to know them personally. Companies should know their names, their specific needs, and if necessary, be aware of their hobbies and other personal characteristics. Considering that services cannot be seen, smelled, or touched, tangible aspects become important as a measure of service. This dimension is generally more important for new employees.

Service is crucial in influencing consumer purchasing decisions. The services provided can include attitude, discipline, professionalism, and also product availability. However, here the services provided can also include bonuses given if certain levels of purchase are exceeded.

3. Reference Groups, A person's reference group consists of all the groups that have direct (face-to-face) or indirect influence on an individual's attitudes or behaviors. Groups that have direct influence on an individual are called membership groups (Kotler in Nandi Eko Putra, 2011:50). Reference groups influence individuals in three ways: they expose individuals to new behaviors

and lifestyles, influence individuals' behaviors and personal concepts, and create pressure to conform, which may affect an individual's actual product and brand choices.

Types of reference groups include Ascribed Groups and Acquired Groups. Ascribed Groups are groups where an individual automatically becomes a member, for example, a newborn automatically becomes part of their family. Acquired Groups are groups where individuals must seek out members.

Primary Groups and Secondary Groups: Primary groups are typically characterized by face-to-face interactions among members. Secondary groups are more formal and involve less balanced interaction, such as religious organizations.

Formal Groups and Informal Groups: Formal groups usually have clear goals and objectives, while informal groups lack such structure. Membership Groups, Aspirational Groups, and Dissociative Groups: Membership groups are groups of which an individual is not a member. Dissociative groups are groups whose values and behaviors are rejected by an individual. Aspirational groups involve a desire to use the norms and behaviors of others.

Reference Groups: Reference groups are social groups against which individuals who are not members of the group measure themselves to shape their personalities and behaviors. Reference groups influence individuals in terms of preferences and hobbies.

4. Atmosphere: The activity of designing the buying environment within a store can determine the characteristics of the store through the arrangement and selection of physical facilities and merchandise activities. The buying environment that is formed ultimately creates the store's image, generating an attractive and enjoyable impression for consumers to make purchases.
5. Location, Choosing the actual site for a company, the selection of location for retail companies and service providers to reach their target customers depends on the stability of their customer flow. They must choose a location considering convenience and target customer selection. The following are considerations that need to be applied : Size of the trading area: Every retail and service business

must determine the size of their trading area, the region where the company expects to attract customers within a certain period, Retail suitability: Benefits obtained by the company for choosing a location close to other businesses that sell complementary products and services or generate high customer traffic volume, Level of competition : the size, location, and activities of competing businesses also influence the trading area of a business, Transportation network: The transportation network includes road routes, public roadways, and services currently in the planning stage, Retail saturation index: A measure of potential sales in a specific trading area for particular products within certain premises.

The interest of the community grows because of a motive based on attributes that correspond to their needs in using a product. Based on this, analyzing how the interest develops within consumers is crucial. Therefore, the best way to influence is to study what they think. By doing so, not only information is obtained but also understanding how the information process works and how to utilize it. This is what is called "The Buying Process". The buying process consists of 5 steps Need Recognition: The buying process starts with the existence of a need that must be fulfilled or a need that arises at that moment and motivates the purchase, Recognizing the need itself is not enough to stimulate the purchase. It requires recognizing the need to establish something to fulfill it, Search: This is an active part of the buying process, which involves searching for ways to fulfill that need, Evaluation: It is a process to review all the information gathered during the search process and develop several options, Decision: The final step in the buying process is to make a decision based on the information received.

Indicators of measuring public purchasing interest

A consumer does not inherently make decisions in purchasing goods or services. Initially, the consumer seeks information from close acquaintances or trusted individuals to assist in decision-making. According to Kotler (2012:568), the indicators of a potential consumer's purchasing interest are as follows Recognition of Needs, Information Search, Evaluation of Alternatives, and Purchase Behavior.

Post-Purchase Behavior consists of the following stages Attention: This is the prospective consumer's attention towards the product offered by the manufacturer.

The message must capture the attention of the target consumers because a message that can attract attention will be noticed by consumers, Interest: This refers to the prospective consumer's interest in the product offered by the manufacturer. Once the consumer's attention is captured, the message must generate interest, sparking a desire to know more details within the consumer. Therefore, it must be stimulated so that the consumer is willing to try, Desire: This is the prospective consumer's desire to own the product offered by the manufacturer. A good message should be able to understand the consumer's desires in presenting the displayed products in the message, and Action: This is when the prospective consumer makes a purchase of the offered product.

Definition of Competitiveness

Generally, a region that possesses a product will succeed if the product created has something more than others, thereby having a high value/price. Therefore, many marketed products have strong competitiveness and can meet testing requirements. Competitiveness is the ability to produce goods and services that meet international standards, while simultaneously maintaining high and sustainable income levels, or the ability of a region to generate high levels of income and employment opportunities while remaining open to external competition. Competitiveness can mean the strength to strive for excellence in certain aspects performed by individuals, groups, or specific institutions.

Minister of National Education Regulation No. 41 of 2007, as cited by Afriyani (2011:11), regarding process standards, defines competitiveness as the ability to demonstrate better, faster, or more meaningful results. The abilities referred to include strengthening market share, connecting with the environment, continuously improving performance, and establishing advantageous positions. By using performance or specific indicators as references, the level of strengths and weaknesses of competitiveness can be measured.

Meanwhile, according to Porter in Putri (2012:14), it can be defined as the ability of a company in an industry to face various environmental challenges. Competitiveness is determined by a company's competitive advantage and is highly dependent on the level of relative resources it possesses, commonly referred to as

competitive advantage. Furthermore, Porter explains the importance of competitiveness for three reasons: driving productivity and enhancing self-reliance, increasing economic capacity, both in the context of regional economics and the quantity of economic actors, thereby promoting economic growth, and the belief that market mechanisms create greater efficiency.

The concept of competitiveness encompasses how a company positions itself among competitive environments by enhancing its internal capabilities to cope with external environmental dynamics, thereby gaining an advantage with the aim of ensuring the company's survival.

Saptana (2010:15) defines competitiveness as the ability of a sector, industry, or company to compete successfully for sustainable growth in the global environment as long as the balance of costs is lower than the resource receivers.

To achieve competitiveness, a company must pay attention to its performance. Company performance is influenced by both internal and external factors. Research conducted by Musran Munizu (2010:19) suggests that the performance of small business sectors is influenced by two main factors: external factors and internal environmental factors. Internal factors include aspects of human resources (owners, managers, and employees), financial aspects, production technical aspects, and marketing aspects. External factors, on the other hand, consist of government policies, socio-cultural and economic aspects, as well as the role of government institutions.

Company competitiveness can be determined by many factors such as the skills or educational level of workers, entrepreneurial skills, availability of capital, a well-organized and managed system (according to business needs), availability of technology, availability of information, and availability of other inputs such as energy and raw materials.

Factors Influencing Competitiveness

Several factors influence competitiveness, including Location, where paying attention to business location is crucial for customer convenience and is a major factor for business sustainability. A strategic business location will attract customers. Although it is possible for customers from a distance to make purchases, the

percentage is small. Price determines whether a supermarket, minimarket, or grocery store is frequented by consumers or not. Price also affects a buyer's decision-making process. Price is also related to discounts, gift coupon giveaways, and sales policies. Price is the value of a good or service measured in terms of money.

Service, service programs often become the primary consideration for a supermarket/minimarket manager. Service through products means customers are fully served through the available product inventory, quality products. Service through physical capabilities refers more to the convenience of equipment (shopping carts or baskets), comfortable parking spaces, good room lighting, as well as friendliness from employees.

Quality, the belief in winning market competition will be greatly determined by the quality of the products produced by the company. Regarding product quality, Muhandi in his book "Operational Strategy for Competitive Advantage" quotes the opinions of Adam and Ebert, stating: "Product quality is the appropriateness of design specifications to function and use as well as the degree to which the product conforms to the design specifications." So, a company is competitive if it produces quality products that meet market needs.

Promotion, the more often a supermarket/grocery store conducts promotions, the more visitors there are to meet their needs. Promotion can be done through various advertisements in print, electronic media, or other media.

Competitiveness Indicators

The competitiveness indicators studied are viewed from the indicators of cost advantage, differentiation advantage, and focus advantage. Competition is crucial for a company's success or excellence. Tri Yulianto (2013:67) mentions that there are several indicators that can measure competitiveness, including competitive pricing, which is the company's ability to adjust its product prices with the prevailing market prices. Product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Competitive Advantage is the ability of a business entity to provide added value to its products compared to its competitors, and that value does indeed bring benefits to customers.

With the increase in Indonesia's competitiveness ranking, it indicates an improvement in the business world's confidence in the government's efforts to improve infrastructure and the business climate in Indonesia. In addition, this increase in ranking is expected to encourage foreign investment in Indonesia.

Definition of Supermarket

In today's trading world, a store offering daily necessities with a wide range of products in a spacious area is no longer a foreign term to the general public, especially those living in big cities. A supermarket acts as an intermediary marketer between producers and end consumers, with its main activity being retail sales. As a supermarket providing daily necessities, the ambiance and overall environment require professional and specialized handling to create attraction. The layout of a supermarket can influence the circulation for shopping. Sometimes, a comfortable, clean, and fresh atmosphere is prioritized over merely low prices, which may not necessarily guarantee the survival of the supermarket. One of the efforts made by supermarket entrepreneurs to attract consumers to make purchases is through promotion.

Promotion nowadays employs various strategies to attract consumer interest, including through promotional activities. Promotion is one of the elements in a company's marketing mix used to inform, persuade, and remind consumers about the company's products. Promotions carried out by companies significantly affect the sales level of a company's products. Good promotion will increase a company's revenue, and vice versa. Good promotion should be convincing and provide explanations about the products offered by a company.

Promotional activities, if carried out effectively, can influence consumers on where and how they spend their income. Promotion can bring benefits to both producers and consumers. The benefits for consumers include better management of their expenses; for example, a consumer who reads an advertisement may purchase cheaper goods.

Promotional Mix, The promotional mix is a combination of face-to-face selling, advertising, sales promotion, publicity, and public relations that help achieve a company's objectives. According to Kotler, there are five elements of the

promotional mix : Advertising: This encompasses all forms of non-personal presentation and promotion of ideas, goods, or services by a paid sponsor. Advertising utilizes various media such as newspapers, magazines, TV, radio, cinema, billboards, catalogs, books, posters, banners, and others. Advertising can also be referred to as commercials, derived from the Latin words "re" meaning again and "clamo" meaning to shout. Therefore, commercials mean shouting repeatedly. In advertising, two important aspects are emphasized: the advertising theme, which always highlights the story theme about the product to consumers, emphasizing that the product is much better than others, and advertising actions, where the focus is not on the number one product but on actions directed at consumers, such as offering discounts. The goal of advertising is to achieve a specific communication task and must be accomplished with a specific audience within a certain period. Advertising objectives can be categorized based on whether they aim to inform, persuade, remind, or reinforce the advertised product.

Personal Selling, This involves oral presentation in a conversation with one or more potential buyers with the aim of making a sale. The basic principles of personal selling include thorough preparation, finding or determining potential buyers, realizing the sale, and generating good income after the sale. Public Relations and Publicity: This involves efforts to design programs to improve, maintain, or protect a company's or product's image. Publicity, on the other hand, is a promotional communication about a company or product produced by the company and presented through media, but not paid for by the sponsor or company.

In more detail, the tasks of public relations include Assisting in the launch of new products: Public relations professionals help in creating awareness and generating excitement around new product launches through strategic communication campaigns and media relations efforts, Assisting in repositioning mature products: When products reach a mature stage in their lifecycle, public relations professionals may work on repositioning strategies to target new market segments or address changing consumer preferences, Building interest in a product category: Public relations efforts can focus on creating interest and awareness around a particular product category to drive consumer demand and stimulate

market growth, Influencing specific target groups: Public relations professionals identify and target specific demographic or psychographic groups to influence their perceptions, attitudes, and behaviors towards a product or brand, Managing product-related issues with the public: Public relations professionals handle product-related issues or crises by communicating transparently with the public, addressing concerns, and protecting the reputation of the company and its products, Building the company's image by benefiting the product: Public relations activities contribute to enhancing the overall image and reputation of the company by highlighting the positive attributes and benefits of its products. This could involve showcasing the company's commitment to quality, innovation, sustainability, or other favorable characteristics associated with its products.

Direct marketing is a marketing system that utilizes one or more advertising media to elicit a response or transaction that can be measured at a specific location. Direct marketing benefits customers in many ways. They can compare shopping by browsing through mail-order catalogs and online shopping services. Direct marketing can be timed to reach potential buyers at the right moment, and direct marketing materials often have a higher readership because they are sent to more interested prospects.

Sales promotion is a diverse collection of intensive tools, mostly for the short term, designed to stimulate the purchase of specific products, usually more quickly and forcefully by consumers or traders. According to Hendri Ma'ruf (2005:187), sales promotion is: Sales promotion is a retail promotion program aimed at boosting sales or increasing sales or in order to maintain customer interest in continuing to shop.

Some sales promotion methods include Point of purchase: displays at counters, floors, or display windows that allow retailers to remind customers and stimulate impulsive shopping. Sometimes displays are prepared by suppliers/manufacturers, Contests: Customers compete for prizes provided by winning games, Coupons: Retailers advertise special discounts for buyers who take advantage of advertised coupons (usually in newspapers but also from places provided on shopping counters), Customers then bring the coupons to shop at the respective retail outlets and get discounts, Frequent shopper program: customers are

given points or discounts based on their shopping. If in the form of points, the points are collected until they reach a certain amount which can then be exchanged for goods, Direct gifts: similar to the Frequent shopper program which is in the form of points, namely the amount of shopping becomes a factor to get gifts. The difference is given directly without waiting for a certain number of points, Samples: free product samples aimed at providing a good idea of the benefits, appearance, or smell of the promoted product. If it's food, samples are given in small pieces for a bite given in the store, Demonstrations: the goal of demonstrations is the same as that of samples, which is to provide an idea or example of the product or service being sold. If the product is a service in a salon, the demonstration is an example of hair care, Referral gifts: Gifts given to customers if they bring new potential customers. This technique is used by companies whose customers are based on membership (membership clubs). And souvenirs: Souvenir items can be a sales promotion tool, namely items such as shopping bags, pens, calendars, mugs, glasses, and others.

III. METHODS

The research subject investigated by the author is the influence of competitiveness on consumer purchasing interest. In this scientific study, the author focuses on Salah Supermarket or grocery store located at Jalan Selang Nangka, Wanasari, Cibitung District, Bekasi, West Java 17520. The research was conducted from September 2019 to January 2020.

The research process consists of three stages:

Planning Stage, Implementation Stage, and Research Reporting. Planning Stage : Identifying the problem: This involves recognizing the issue or topic that will be studied, Formulating the problem: Once identified, the problem is clearly defined and articulated, Formulating hypotheses: Based on the defined problem, hypotheses are developed to guide the research, Determining the research sample: This involves selecting the participants or subjects that will be studied, Developing a research plan: A detailed plan outlining the methodology, data collection techniques, and analysis methods is created.

Implementation Stage: Data collection: This involves gathering relevant information or data according to the research plan, Data analysis: The collected data is analyzed using appropriate statistical or qualitative methods to draw conclusions and test hypotheses.

Research Reporting : Reporting findings: The results of the research are compiled and presented in a comprehensive report and Conclusion and recommendations: The report concludes with a summary of findings and possible recommendations for future actions or research endeavors.

In this study, the population used consists of all consumers or customers who made purchases at Salah Supermarket or grocery store located at Jalan Selang Nangka, Wanasari, Cibitung District, Bekasi, West Java 17520, during the period from September 2019 to January 2020.

According to Sugiyono (2014:116), the definition of a sample is as follows: "A sample is a portion of the quantity and characteristics possessed by the population.". Sampling measurement is a step to determine the size of the sample taken in conducting a research. Furthermore, it is also noted that the selected sample must represent all characteristics of the population so that it is reflected in the chosen sample. In other words, the sample must depict the actual condition of the population or represent it. To calculate the determination of the sample size from a specific population, the Slovin formula is used as follows: $n = N / (1 + Ne^2)$.

In determining the sample size to be selected, the author uses a margin of error of 10%, because in every research, it is not possible to achieve 100% perfection. The larger the margin of error, the slightly larger the sample size. The population size used as the basis for calculation is 2000 individuals, divided over 1 month, with the following calculation :

$$n = N / (1 + Ne^2)$$

$$n = 2000 / (1 + 2,000 (10\%)^2)$$

$$n = 2000 / 21$$

$$n = 95.23 \text{ Rounded to } 96$$

Thus, the sample size in this research is 96 individuals.

The types and sources of data used in this research are: primary data and secondary data. Primary data is a source of data that directly provides information to the data collection process, as stated by Sugiyono (2012:139). The primary data in this research refers to the data obtained directly from the research or study subjects. The methods used are Interview, which is a data collection technique in survey methods that involves asking questions verbally to the research subjects and Questionnaire, which serves as a tool in the form of a survey given to respondents.

Secondary data refers to data obtained by reading, studying, and understanding through other media sources such as literature, books, and company documents, as explained by Sugiyono (2012:141). The methods used are Literature Review, which involves gathering data through existing literature related to the research problem. This research is conducted by collecting theories and opinions expressed by experts obtained from literature books and other sources, which serve as a theoretical basis for discussion. These theoretical foundations are used as a comparison with the realities observed in the company.

Data collection techniques are methods used to obtain the necessary data and information needed in research. The author collected data based on: Primary Data a. Observation: This data collection technique has specific characteristics compared to other techniques such as interviews and questionnaires. While interviews and questionnaires involve communication with people, observation involves direct observation at the research site, not limited to people but also focusing on other objects to obtain supporting information for scientific writing. b. Questionnaire: To obtain primary data, the method used for data collection is through questionnaires. This involves compiling statements that will be distributed to respondents to obtain data and their responses regarding the phenomena under study. c. Interview: Data collection involves directly asking questions to the local community in the Selangau area.

Secondary Data: This involves studying theories relevant to the research topic. In this literature review, the author searched for research methods and techniques, both in data collection and analysis, to be used as references for discussion in this study. In the measurement, each respondent is asked for their

opinion on a particular question. Typically, the response options consist of 5 choices, each with a different value. For the analysis of variable X from variable Y, the analysis used is based on the averages of each variable. These average values are obtained by summing up all the data within each variable and then dividing by the number of respondents. After obtaining the averages of each variable, they are compared with the categories determined by the author based on the lowest and highest values from the questionnaire results.

Definition of Research Variables, The type of data used in this study is Primary Data. Primary data are data collected directly from the objects, sourced from respondents who are also consumers who decide to purchase at the supermarket by providing questionnaires.

The variables used in this study are: a. Independent Variable (Independent Variable) This is a variable that can influence the dependent variable. The independent variable in this study is Competitiveness (X). b. Dependent Variable (Dependent Variable) This is a variable that can be influenced by the independent variable. The dependent variable in this study is Consumer Buying Interest (Y). 3.8.2 Operationalization of Research Variables Operational variables are needed to describe research variables into concepts, dimensions, indicators, and measures aimed at obtaining values for other variables. In addition, the aim is to facilitate understanding and avoid differences in perception in this research. The operationalization of variables in the study is as follows:

Variabel	Variable Definition	Indikator	Skala
Competitiveness (X)	According to Porter (2012:14), Competitiveness can be defined as the ability of a company in the industry to face various environments.	1. Competitive Pricing 2. Product Quality 3. Competitive Advantage According to Tri Yulianto (2013:67)	Likert

<p>Purchasing Interest (Y)</p>	<p>According to Kotler (2012:46), buying interest is something that arises after receiving stimulation from a product they see, then there is a desire to buy and own it. Buying interest is considered a measure of the likelihood of consumers purchasing a particular product, where high buying interest impacts the likelihood of a purchase decision.</p>	<p>1.Attention 2. Interest 3. Desire 4. Action</p> <p>According to Kotler (2012:568)</p>	<p>Likert</p>
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Independent Variable: According to Sugiono as cited in Zulfikar (2016:65), an independent variable is a variable that causes or leads to changes in other variables. It is also referred to as a variable that influences. This is consistent with the explanation by Widiyanto (2013:98) that the independent variable is a variable that affects other variables.

Dependent Variable: According to Sugiyono as cited in Zulfikar (2016:67), the dependent variable is a variable that is influenced or is also known as a variable that results from other variables. Furthermore, Widiyanto (2013:101) also explains that the dependent variable is a variable whose existence is influenced by other variables.

Research Instrument Validation, Validity Test: Validity is tested by comparing the obtained r value in the Corrected Item-Total Correlation column in the Item-Total Statistics table with the value of r in the table. If the obtained r value is greater than the table r value, then the statement is considered valid. Conversely, if the obtained r value is less than the table r value, then it is considered invalid. The formula is as follows :

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Explanation:

r_{xy} = Correlation coefficient

X = Score of the item

Y = Total score obtained

N = Number of respondents

$\sum X^2$ = Sum of squares of X values

$\sum Y^2$ = Sum of squares of Y values

The calculated value of r_{xy} or r-value is compared with the table value r_t at a significance level of 10%. If the calculated r-value is greater than the table r-value, then the item is considered valid (Burhan Nurgiyantoro, 2009).

Reliability testing is the degree of consistency or stability of data over a certain period of time. According to Sugiyono (2010:3), based on the definition above, reliability can be defined as a characteristic related to accuracy, precision, and consistency. An instrument is considered reliable if, in several repetitions of measurements on the same group of subjects, relatively similar results are consistently obtained, as long as the aspects measured within the subjects have not changed. In this case, relatively similar means that there is still tolerance for small differences among the results of several measurements. Formula:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum S^2_j}{S^2_x} \right)$$

Explanation:

α = coefficient alpha reliability

k = number of items

S_j = respondent variance for item I

S_x = total score variance

Descriptive Analysis involves collecting and processing data using descriptive statistical techniques presented in the form of frequency distributions,

including standard deviation, mean, median, mode, maximum score, and minimum score.

Respondent Identification: Respondent identification refers to the characteristic profile of an individual concerning the object for which answers or responses are requested by the researcher. It provides insights into the factors influencing the questionnaire. **Respondent Responses:** Respondent responses are the reactions or feedback provided by respondents to the questions posed by the researcher in the questionnaire. **Mean, Median, and Mode:** a. Mean: The average value of the data. b. Median: The middle point of the data. c. Mode: The most frequent value in the data.

Classic assumption testing is conducted to measure the degree of correlation or influence between independent variables through the correlation coefficient (r). The purpose of testing these classic assumptions is to ensure that the regression equation obtained is accurate in estimation and consistent.

Normality Test, According to Imam Ghozali (2013:110), the purpose of the normality test is as follows: "The normality test aims to determine whether each variable is normally distributed or not. The normality test is necessary to conduct other variable tests by assuming that the residual values follow a normal distribution. If this assumption is violated, then the statistical test becomes invalid, and parametric statistics cannot be used." The basis for testing the normality of data is as follows If the data spread along the diagonal line and follow the diagonal line, or if the histogram graph shows a normal distribution, then the regression model meets the assumption of normality. If the data spread far from the diagonal line and/or do not follow the direction of the diagonal line, or if the histogram graph does not show a normal distribution, then the regression model does not meet the assumption of normality.

Multicollinearity test aims to examine whether there is correlation among independent variables in a regression model. A good regression model should be free from multicollinearity, meaning there should be no correlation among the independent variables. To determine the presence of multicollinearity in a regression model, the following should be considered:

1. The tolerance value should be greater than 0.10.
2. The Variance Inflation Factor (VIF) value should be less than 10.

The larger the correlation among the independent variables, the higher the error rate of the regression coefficients, leading to larger standard errors. The method used to detect multicollinearity is by employing Variance Inflation Factors (VIF).

The formula for VIF is given by:

$$VIF=1-R^2_1$$

Where:

R^2_1 is the coefficient of determination obtained from the regression of one independent variable on the remaining independent variables.

The heteroskedasticity test aims to examine whether there is unequal variance of residuals from one observation to another in a regression model. A good regression model should be free from heteroskedasticity.

Using IBM SPSS Statistics 21 software, heteroskedasticity can also be observed by examining the scatterplot between the predicted values of the dependent variable (ZPRED) and its residuals (SDRESID). If there is a discernible pattern such as points forming a regular pattern, then heteroskedasticity has occurred. Conversely, if there is no discernible pattern and the points are scattered above and below the zero line on the Y-axis, then there is no heteroskedasticity.

Basis for decision making: a. If there is a discernible pattern, such as points forming a regular pattern (e.g., waving, widening then narrowing), then heteroskedasticity has occurred. b. If there is no clear pattern, and the points are scattered above and below the zero line on the Y-axis, then there is no heteroskedasticity.

Multiple Linear Regression is an analysis used by researchers to predict the fluctuation (increase or decrease) of the dependent variable (criterion) when two or more independent variables are manipulated (increased or decreased in value). According to Sugiyono (2010:277), the application of multiple regression involves using more than one independent variable (predictor) that influences one dependent variable. This can be explained using the formula:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Consumer satisfaction
- X_1 = Brand
- X_2 = Price
- b_0 = Intercept
- b_1 = Regression coefficient of X_1
- b_2 = Regression coefficient of X_2
- e = Error term

Hypothesis Testing: Data analysis is conducted as an effort to manage data into information so that the characteristics of the data can be easily understood and useful for addressing research-related issues. Hypothesis testing is performed to obtain an understanding of the extent of the influence of Competitiveness (X) on Consumer Purchase Interest (Y).

Statistical Tests:

- Partial t-Statistic: To test the individual influence of independent variables on the dependent variable by comparing the calculated t-value with the tabulated t-value.
- Simultaneous F-Statistic: Indicates whether all independent variables collectively have an effect on the dependent variable by comparing the calculated F-value with the tabulated F-value.

Coefficient of Determination (R^2): The coefficient of determination measures the proportion of variation in the data that can be explained by the regression model. It helps determine the percentage of influence of the independent variables clearly.

Correlation: Correlation is a statistical analysis technique used to find the relationship between two quantitative variables. It helps understand the degree or strength of the relationship between variable X and variable Y simultaneously.

Interval of Correlation Coefficient (r)	Level of Relationship
0,00 - 0,19	Very Low

0,20 - 0,39	Low
0,40 - 0,59	Moderate
0,60 - 0,79	Strong
0,80 - 1,00	Very Strong

IV. RESULTS

The relationship between Competitiveness (X) and Purchase Interest (Y) at Tokma Supermarket: Based on the correlation analysis, there is a significant relationship. This is evidenced by the significance value of the Competitiveness (X) being greater than 0.05, specifically $0.712 > 0.05$. Since it is greater than 0.05, the relationship is considered correlated, indicating a significant relationship between Competitiveness (X) and Purchase Interest (Y) variables.

The Influence of Competitiveness (X) on Purchase Interest (Y) at Tokma Supermarket: Competitiveness has a positive and significant influence on purchase interest. This is demonstrated by the coefficient of determination indicating that the influence of Competitiveness (X) on Purchase Interest (Y) explains 54.2% of the variance, while the remaining 45.8% is influenced by other variables not included in this research model.

V. CONCLUSION AND SUGGESTION

Based on the research results in the previous chapters and discussions supported by theories, the following conclusions are drawn regarding the influence of Competitiveness on Purchase Interest of the Community at TOKMA Supermarket in Cibitung Bekasi:

Respondents' perceptions of competitiveness at TOKMA Supermarket are categorized as good. This is indicated by respondents' answers to questions describing competitiveness at TOKMA Supermarket, which are categorized as good. The highest competitiveness indicator is in the competitive pricing indicator, indicating that TOKMA Supermarket offers affordable prices, which is a competitive advantage for the company. The lowest indicator is in the product quality indicator, indicating that consumers perceive the product quality as unsatisfactory.

Respondents' purchase interest at TOKMA Supermarket is categorized as fairly good. This is shown by respondents' answers to statements describing

purchase interest at TOKMA Supermarket, which are categorized as fairly good. The highest purchase interest indicator is in the action indicator, indicating that consumers have a strong urge to seek information about the products. The lowest indicator is in the interest indicator, indicating that consumers have a better perception of other products compared to the product being studied, likely due to consumer saturation.

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