

## The Effect of Shopping Orientations, Store Trust and Promotion on the Purchase Decision of Generation Z at Gramedia Padang Book Store

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### Abstract

Gramedia is a retail store for books and stationery and various school and office needs that has a comfortable and modern feel. Gramedia bookstore as one of the largest bookstores in Indonesia has a wide selection of products that are attractive to the public. The Gramedia bookstore has succeeded in positioning itself not only as a bookstore, but as a store that provides the most complete stationery and various academic needs in Indonesia. The purpose of this study was to determine the effect of shopping orientations, store trust and promotion on the purchasing decisions of Generation Z at the Gramedia Padang bookstore. The method used in this study using quantitative methods, namely multiple linear regression on shopping orientations, store trust and promotion. The types and sources of data used in this study used primary data which was processed using the SPSS application. From the results of the analysis of shopping orientations obtained a significant value of tcount from ttable, then the hypothesis (H1) in this study was declared rejected. The results of the analysis of the second and third variables obtained a significant value of tcount from ttable, then the hypothesis is declared accepted. Based on the results obtained, it can be concluded that shopping orientations have no and significant effect on purchasing decisions and store trust and promotion variables have a positive and significant effect on purchasing decisions. then the hypothesis (H1) in this study was declared rejected. The results of the analysis of the second and third variables obtained a significant value of tcount from ttable, then the hypothesis is declared accepted. Based on the results obtained, it can be concluded that shopping orientations have no and significant effect on purchasing decisions and store trust and promotion variables have a positive and significant effect on purchasing decisions. then the hypothesis (H1) in this study was declared rejected. The results of the analysis of the second and third variables obtained a significant value of tcount from ttable, then the hypothesis is declared accepted. Based on the results obtained, it can be concluded that shopping orientations have no and significant effect on purchasing decisions and store trust and promotion variables have a positive and significant effect on purchasing decisions.

**Keywords:** Shopping Orientation, Store Trust, Promotion

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## I. Introduction

Business is an activity or desire carried out by individuals or groups of organizations to seek maximum profit. The development of the business world in the current era of globalization is getting tighter where basically a company or business organization has a vision, mission and goals to earn profits, develop and survive in the midst of very tight competition. This can be achieved by using various strategies to compete in the domestic and global markets.

The development of the retail business of books and stationery has recently occurred due to the demand for a comfortable reading room and is based on the increasing awareness of the importance of reading. Currently, the existence of bookstores in the city of Padang in particular has spread in several corners of the city.

The younger generation is not only more familiar with the internet, but they also process website information five times faster than the older generation especially in finding information about books. Generation Z emerged after the Baby Boomers, Generation X, and Generation Y. It is referred to as Generation Z if it was born from 1996 to 2010. In Indonesia, the population of this generation reached 68 million in 2010, twice the total population of Generation X. Generation Z is also known as the next generation. This is what makes Generation Z different from its predecessors. For Generation Z the internet is not a new thing because they grew up in an era where the development of the internet is so rapid that the internet is a part of everyday life.

The purchase decision is a desire to have a relatively high level of a certain product, arises because of a need. Interest according to Stiggins can be interpreted as one of the dimensions of the affective aspect that plays a role in human life.

Store trust is an important thing in economic activities, especially in store shopping so that there is good interaction between sellers and buyers. According to Andhini and Khuzaini (2017) trust is the foundation of a business. Obstacles in building a shop-shopping trust are doubts and perceptions of the products and services at the store, because many things need to be built, especially interest in buying generation z books.

The promotional mix activities carried out by the Gramedia Bookstore are: advertising activities, in the form of installing banners, posters and billboards, distributing brochures, making bookstore name boards, and placing advertisements in print media such as magazines and newspapers. Sales promotion activities, namely giving discounts for certain products and also at certain events. Direct gift giving to certain products. Launching the book by holding a book author's meeting directly with his fans.

Gramedia Bookstores have customer complaints that are concentrated on Shopping Orientation, store trust and promotions are carried out to attract consumers' interest so that it can cause consumers' desire to buy products offered at Gramedia

bookstores which create a Shopping Orientation and Promotion (Promotion) appropriate for their customer satisfaction.

### **Buying decision**

The purchase decision is the stage of the buyer decision process when the consumer actually buys the product. Where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision.

According to Swastha and Irawan (2008) purchasing decisions are consumers' understanding of the wants and needs for a product by assessing existing sources by setting purchase goals and identifying alternatives so that decision makers to buy are accompanied by behavior after making a purchase.

### ***Shopping Orientations***

The emergence of shopping activities directly, has an impact on shopping behavior itself, consumers may differ in their shopping orientation. (Hana, 2019) describes the concept of shopping orientation as a shopping lifestyle or shopping style that places emphasis on shopping activities. Li et al in Ling (2010), conceptualize shopping orientation as a certain part of a shopper's lifestyle which includes shopping activities, opinions, and interests. Samuel (2006) describes shopping orientation as something complex and has multidimensional phenomena (motives, needs, interests, economic conditions, and social class) and market behavioral dimensions (choice of information sources, role models, and store attributes).

### **Store Trust**

Trust is the belief of one party about the intentions of the other party. Store trust is defined as the store's expectation that the service provider can be trusted or relied on in fulfilling its promises (Siagian and Cahyono, 2014).

A very important factor that can influence buying interest which can then trigger purchasing decisions by consumers is the trust factor. The trust factor is a key factor in every conventional buying and selling transaction. Only customers who have trust will go through direct transactions. Trust is the foundation of business. Building trust in long term relationships with customers is an important factor for creating customer loyalty.

### **Promotion**

Promotional activities can be one of the many success factors of a company in selling its products. Promotion itself is seen as a one-way persuasion to persuade someone to make an exchange (buying and selling) in marketing. Therefore, promotion must be done carefully and carefully because promotion is not only about how to talk to consumers, other than that it also involves how much it will cost to do promotions and must still be in accordance with the capabilities of the company.

According to Suryana (2001:112), "Promotion is a way of communicating the goods and services offered so that consumers know and buy".

### **The Influence of Shopping Orientations on Purchase Decisions**

Shopping orientation is a lifestyle that can affect the buying behavior and shopping intentions of a consumer. This study of shopping orientation is important because it studies consumer behavior as seen from the way consumers shop, which includes shopping orientation at home, economical shopping orientation, shopping orientation at shopping centers, and personal shopping orientation. The purchase intention of the customer will determine the power of consumers to carry out buying behavior through the internet. So, with a good product that is given to consumers, it will be easier to put trust in the products sold to consumers. These results explain generally buying products based on the quality to be sold.

**H1: Shopping Orientations have no effect on purchasing decisions of Generation Z at bookstores in the city of Gramedia Padang.**

### **Influence Store Trust To Buying decision**

Store trust is the foundation of a business which is a way to create and retain consumers (Widiyanto 2013). According to Aribowo and Nugroho (2013) store trust acts as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected. The store trust element is a key variable for the success of business relationships (Suhari, 2011). This store trust variable has a strong impact on purchasing decisions.

**H2: Store Trust has a positive and significant effect on purchasing decisions of Generation Z at bookstores in the city of Gramedia Padang.**

### **Effect of Promotion on Buying decision**

Based on the tests that have been carried out, it can be concluded that the third hypothesis which states that the promotion variable has a positive and significant effect on consumer loyalty, it can be seen in the tests that have been carried out with a t-count value greater than the t-table value and a significance value smaller than the Alpha then for the third hypothesis can be accepted.

These results are in line with the research conducted by Lotje Kawet and Imelda Ogi (2015) entitled the effect of product quality, price and promotion on purchasing decisions on Honda motorcycle sales in Bekasi, concluding the results of their research simultaneously that product quality, price and promotion affect decision making. purchase.

### H3: Promotion has a positive and significant effect on purchasing decisions of Generation Z at bookstores in the city of Gramedia Padang

## II. Material and Method

This type of research is quantitative where data in the form of numbers is the result of calculations and measurements (Sugiyono, 2017). Therefore, quantitative research is used to be able to see the results of research in answering the formulation of the problem determined to be studied which is presented in the form of data and conclusions are drawn with the theories that have been studied.

### Variable Operational Definition

There are two variables in this study, namely the independent variable (free) consisting of Shopping Orientations, Store Trust and Price. And the dependent variable (bound) is Buying Interest. The following is an explanation of each research variable.

**Table 3.1**

**Variable Operational Definition**

| No | Variable                   | Definition                                                                                                                                                                                                                                                                                                      | Indicator                                                                                                                                                                                                                                               | Source                     |
|----|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 1  | Purchase Decision (Y)      | The purchase decision is the stage of the buyer decision process when the consumer actually buys the product. Where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. | a. Stability<br>b. Habit<br>c. Recommend<br>d. Make repeat purchases                                                                                                                                                                                    | According to Kotler (2008) |
| 2  | Shopping Orientation s(X1) | Lifestyle as seen from the way consumers shop at online stores and in conventional stores. Shopping orientation can influence buying behavior and shopping intentions                                                                                                                                           | a. <i>Shopping Enjoy</i><br>b. <i>Brand/fashion consciousness</i><br>c. <i>Price consciousness</i><br>d. <i>Shopping confidence</i><br>e. <i>Convenience/time consciousness</i><br>f. <i>In-home shopping tendency</i><br>g. <i>Brand/store loyalty</i> | Jayawardhena (2007).       |
| 3  | Store Trust (X2)           | Store trust is defined as the store's expectation that the service provider                                                                                                                                                                                                                                     | a. <i>Ability</i><br>b. <i>Integrity</i><br>c. <i>Benevolence</i>                                                                                                                                                                                       | (Siagian and Cahyono,      |

|   |               |                                                                                                                                                                                                   |                                                                                                                       |                      |
|---|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------|
|   |               | can be trusted or relied upon in fulfilling its promises.                                                                                                                                         |                                                                                                                       | 2014).               |
| 4 | Promotion(X3) | Kotler and Armstrong: Activities that communicate the advantages of a product and persuade customers to buy the product Something that makes consumers interested in buying a product immediately | a. Promotion frequency<br>b. Promotion quality<br>c. Promotion quantity<br>d. Promotion time<br>e. Promotion accuracy | Kotler and Armstrong |

### Data analysis technique

#### Validity test

According to (Sugiyono, 2013) suggests that the validity of a questionnaire is said to be valid or a significant relationship occurs if the Corrected Item-Total Correlation 0.30 and if 0.3 means that the data or questionnaire being measured is invalid or there is no significant relationship.

#### Reliability Test

To determine the reliability of the variable, it is done by using Cronbach alpha. Cronbach alpha coefficient  $> 0.60$  indicates the reliability (reliability) of the instrument (if repeated research with different times and dimensions will produce the same conclusion) and if the Cronbach alpha coefficient  $< 0.60$  indicates a less reliable instrument (if the variables are re-research with different times and dimensions will produce different conclusions).

#### Normality test

The normality test is conducted to determine whether a data is normally distributed or not. The indicator used in the normality test is the One Sample Komogrof Smirnov Test, with a standard of 0.05 (Sugiyono, 2017). When signed.  $> 0.05$  means that the data is normally distributed and if it is sign.  $> 0.05$  means that the data is normally distributed.

#### Heteroscedasticity Test

The heteroscedasticity test is used to test for differences in variance from the residuals of an observation to another observation, which if this happens it is concluded that there are symptoms of heteroscedasticity (Sugiyono, 2017). When signed.  $> 0.05$  means that the study has no indication of heteroscedasticity and if it is sign.  $< 0.05$  means the study has indications of heteroscedasticity.

#### Multicollinearity Test

The multicollinearity test was used to test whether the regression model contained a correlation between the independent variables. The indicators used in the multicollinearity test are tolerance and VIF (Variance Inflation Factor), with a standard

for tolerance of 0.1 while VIF is 10. So it can be concluded (Sriyanto & Kuncoro, 2019) if tolerance > 0.1 and VIF < 10, it means that the research does not have any indication of multicollinearity.

### Multiple Linear Regression Analysis

Multiple linear regression is a method or data analysis technique that is mostly used by researchers using a quantitative research approach (Sugiyono, 2017). Multiple linear regression is an analytical technique used for research that has more than one independent variable. Multiple linear regression can be denoted in the form of an equation, namely:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y : Buying decision

$\alpha$  : Alpha

$\beta_1$  : Variable Regression Coefficient X1

$\beta_2$  : Variable Regression Coefficient X2

$\beta_3$  : Variable Regression Coefficient X3

X1 : Shopping Orientation

X2 : Store Trust

X3 : Promotion

e: Confounding Variable / Standard error

### Hypothesis testing

Hypothesis testing is carried out using the t test, in which the t test aims to determine whether the independent variable partially affects the dependent variable (Sugiyono, 2017).

The proposed hypothesis states that the variables of shopping orientation, trust and promotion have a positive and significant effect on the Purchasing Decision variable. The test indicator used is t-statistics and a significance level of 0.05. Criteria in determining whether the hypothesis is accepted or rejected (Sriyanto & Kuncoro, 2019), If t-count > t-table or significance value < 0.05, then the hypothesis can be accepted. It can be concluded that the independent variable has a significant effect on the dependent variable and if t-count < t-table or significance value > 0.05 then the hypothesis is rejected. It can be concluded that the independent variable has no significant effect on the dependent variable

## III. Results and Discussion

### Shopping Orientations. Variable Validity Test

The shopping orientations variable was measured using 12 statement items. The results of the validity test on the shopping orientations variable using the 12 statement items can be seen in table 4.4 below:

**Table 4.4**

#### Shopping Orientations. Research Variable Validity Test Results

| Item-Total Statistics |                                  |                |             |
|-----------------------|----------------------------------|----------------|-------------|
|                       | Corrected Item-Total Correlation | Critical Value | Information |
| X1.1                  | 0.498                            | 0.30           | Valid       |
| X1.2                  | 0.640                            | 0.30           | Valid       |
| X1.3                  | 0.538                            | 0.30           | Valid       |
| X1.4                  | 0.517                            | 0.30           | Valid       |
| X1.5                  | 0.443                            | 0.30           | Valid       |
| X1.6                  | 0.570                            | 0.30           | Valid       |
| X1.7                  | 0.578                            | 0.30           | Valid       |
| X1.8                  | 0.603                            | 0.30           | Valid       |
| X1.9                  | 0.404                            | 0.30           | Valid       |
| X1.10                 | 0.416                            | 0.30           | Valid       |
| X1.11                 | 0.546                            | 0.30           | Valid       |
| X1.12                 | 0.474                            | 0.30           | Valid       |

Source: SPSS 2022 Processed Data

From Table 4.4, it can be seen from the results of data processing, that of the 12 question items, the corrected item total correlation value is between 0.404 to 0.640 or in other words that the 12 question items used in measuring the shopping orientations variable have a higher corrected item total correlation value. of the critical value of 0.30. Thus, it can be concluded that the 12 question items are valid, so that valid questions can be continued in the next data processing stage.

### Store Trust Validity Test

The store trust variable was measured and operationalized using 6 question items. The results of the validity test on the 6 question items can be seen in table 4.5 below:

**Table 4.5**

#### Store Trust Research Variable Validity Test Results

| Item-Total Statistics |
|-----------------------|
|-----------------------|

|      | Corrected Item-Total Correlation | Critical Value | Information |
|------|----------------------------------|----------------|-------------|
| X1.1 | 0.378                            | 0.30           | Valid       |
| X1.2 | 0.451                            | 0.30           | Valid       |
| X1.3 | 0.543                            | 0.30           | Valid       |
| X1.4 | 0.596                            | 0.30           | Valid       |
| X1.5 | 0.409                            | 0.30           | Valid       |
| X1.6 | 0.612                            | 0.30           | Valid       |

Source: SPSS 2022 Processed Data

From Table 4.5 it can be seen from the results of data processing, that of the 6 question items, the corrected item total correlation value is between 0.378 to 0.612 or in other words that the 6 question items used in measuring the store trust variable have a higher corrected item total correlation value. of the critical value of 0.30. Thus, it can be concluded that the 6 question items are valid, so that valid questions can be continued in the next data processing stage.

#### Promotion Validity Test

The promotion variable is measured and operationalized using 7 question items. The results of the validity test on the 7 question items can be seen in table 4.6 below:

**Table 4.6**

#### Promotion Research Variable Validity Test Results

| Item-Total Statistics |                                  |                |             |
|-----------------------|----------------------------------|----------------|-------------|
|                       | Corrected Item-Total Correlation | Critical Value | Information |
| X1.1                  | 0.400                            | 0.30           | Valid       |
| X1.2                  | 0.622                            | 0.30           | Valid       |
| X1.3                  | 0.619                            | 0.30           | Valid       |
| X1.4                  | 0.616                            | 0.30           | Valid       |
| X1.5                  | 0.407                            | 0.30           | Valid       |
| X1.6                  | 0.474                            | 0.30           | Valid       |
| X1.7                  | 0.369                            | 0.30           | Valid       |

Source: SPSS 2022 Processed Data

From Table 4.6, it can be seen from the results of data processing, that of the 7 question items, the corrected item total correlation value is between 0.369 to 0.622 or in other words that the 7 question items used in measuring the promotion variable have a corrected item total correlation value greater than critical value is 0.30. Thus, it can be concluded that the 7 question items are valid, so that valid questions can be continued in the next data processing stage.

### Purchase Decision Validity Test

The purchase decision variable is measured and operationalized using 8 question items. The results of the validity test on the 8 question items can be seen in table 4.7 below:

**Table 4.7**

#### The Result of the Validity Test of Purchasing Decision Research Variables

| Item-Total Statistics |                                  |                |             |
|-----------------------|----------------------------------|----------------|-------------|
|                       | Corrected Item-Total Correlation | Critical Value | Information |
| X1.1                  | 0.402                            | 0.30           | Valid       |
| X1.2                  | 0.687                            | 0.30           | Valid       |
| X1.3                  | 0.503                            | 0.30           | Valid       |
| X1.4                  | 0.533                            | 0.30           | Valid       |
| X1.5                  | 0.490                            | 0.30           | Valid       |
| X1.6                  | 0.441                            | 0.30           | Valid       |
| X1.7                  | 0.453                            | 0.30           | Valid       |
| X1.8                  | 0.499                            | 0.30           | Valid       |

Source: SPSS 2022 Processed Data

From Table 4.7, it can be seen from the results of data processing, that of the 8 question items, the corrected item total correlation value is between 0.402 to 0.687 or in other words that the 8 question items used in measuring the purchase decision variable have a higher corrected item total correlation value. of the critical value of 0.30. Thus, it can be concluded that the 8 question items are valid, so that valid questions can be continued in the next data processing stage.

### Reliability Test

To determine the reliability of the variable, it is done by using Cronbach alpha. Cronbach alpha coefficient  $> 0.60$  indicates the reliability (reliability) of the instrument (if repeated research with different times and dimensions will produce the same conclusion) and if the Cronbach alpha coefficient  $< 0.60$  indicates a less reliable instrument (if the variables are re-research with different times and dimensions will produce different conclusions).

**Table 4.8**

#### Reliability Test Results

| Item-Total Statistics |                  |                |            |
|-----------------------|------------------|----------------|------------|
| Variable              | Cronbach's alpha | Critical Value | Conclusion |

|                                   |       |      |          |
|-----------------------------------|-------|------|----------|
| <i>Shopping Orientations</i> (X1) | 0.848 | 0.60 | Reliable |
| <i>Store Trust</i> (X2)           | 0.750 | 0.60 | Reliable |
| <i>Promotion</i> (X3)             | 0.766 | 0.60 | Reliable |
| Purchase Decision (Y)             | 0.787 | 0.60 | Reliable |

Source: SPSS 2022 Processed Data

Based on table 4.8, it can be seen from the results of data processing that the cronbach's alpha value for shopping orientations, store trust, promotion and purchasing decisions is  $> 0.60$ . So, it can be concluded that the valid question items are reliable, so that the next data processing stage can be carried out.

### Normality test

The normality test was carried out in the form of the Kolmogorov-Smirnov test which aims to determine the normal distribution. A data is said to be normally distributed if the result is 0.05 and if it is not normal if the result shows 0.5.(Nugroho, 2005). For more details, see table 4.9 below.

**Table 4.9**

#### Variable Research Normality Test

| asyp. Sig (2-tailed) | Alpha | Conclusion         |
|----------------------|-------|--------------------|
| 0.350                | 0.05  | Normal Distributed |

Source: SPSS 2022 Processed Data

Based on table 4.9, it can be seen that the test results show that the data is normally distributed, because Asimp Sig 0.359, which is greater than Alpha (0.05). This indicates that the data is normally distributed, thus the next data processing stage can be carried out.

### Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a correlation, it is called a multicollinearity problem. A good regression model should not have a correlation between the independent variables. Detection of the absence of multicollinearity is by looking at the amount of VIF (Variance Inflation Factor) and Tolerance (Ghozali, 2006): Having a VIF value  $< 10$  and having a tolerance number  $> 10\%$ .

Referring to the two opinions above, based on the results of the research that has been done, values can be obtained, as in the following table:

**Table 4.10**

#### Multicollinearity Test Results

| Variable | Collinearity statistics |     | Information |
|----------|-------------------------|-----|-------------|
|          | Tolerance               | VIF |             |

|                                   |       |       |                      |
|-----------------------------------|-------|-------|----------------------|
|                                   |       |       |                      |
| <i>Shopping Orientations</i> (X1) | 0.657 | 1.523 | No multicollinearity |
| <i>Store Trust</i> (X2)           | 0.675 | 1.481 | No multicollinearity |
| <i>Promotion</i> (X3)             | 0.894 | 1.118 | No multicollinearity |

Source: SPSS 2022 Processed Data

Based on the multicollinearity test in table 4.10, it can be seen that the tolerance value of the product quality, price and promotion variables is greater than the tolerance number  $> 10\%$  and the VIF value can be seen that the VIF value is less than the VIF value  $< 10$ , it can be concluded that each variable there is no multicollinearity, it can be concluded that the data can be continued for further testing.

### Heteroscedasticity Test

This test aims to test whether in the regression model there is an inequality of variance from the residuals of one observer to another observer. In this section, how to detect the presence or absence of heteroscedasticity symptoms is carried out using the Park test. If the relationship value on the standard residual squared over time is not significant ( $P > 0.05$ ), it can be said that there is no heteroscedasticity. For more details, see table 4.11 below.

**Table 4.11**

#### Heteroscedasticity Test Results

| Variable                          | Sig.  | Alpha | Information                    |
|-----------------------------------|-------|-------|--------------------------------|
| <i>Shopping Orientations</i> (X1) | 0.108 | 0.05  | There is no heteroscedasticity |
| <i>Store Trust</i> (X2)           | 0.068 | 0.05  | There is no heteroscedasticity |
| <i>Promotion</i> (X3)             | 0.127 | 0.05  | There is no heteroscedasticity |

Source: SPSS 2022 processed data

Based on the results of the heteroscedasticity test through SPSS, it can be seen that the sign value of each independent variable is above 0.05, meaning that in this heteroscedasticity test it can be concluded that there is no heteroscedasticity.

### Multiple Linear Regression Analysis

Based on the calculation of multiple regression between product quality, price, promotion and consumer loyalty with the help of the SPSS program in the calculation, the following results can be obtained in the table below:

**Table. 4.12**

#### Summary of Multiple Linear Regression Analysis Results

| Dependent variable | Constants and Independent | Regression |
|--------------------|---------------------------|------------|
|--------------------|---------------------------|------------|

|                       | Variables                         | Coefficient |
|-----------------------|-----------------------------------|-------------|
| Purchase Decision (Y) | constant ()                       | 8,655       |
|                       | <i>Shopping Orientations</i> (X1) | 0.004       |
|                       | <i>Store Trust</i> (X2)           | 0.582       |
|                       | <i>Promotion</i> (X3)             | 0.326       |

SPSS 2022 processed data source

Based on table 4.12, the regression equation model can be obtained as follows:

$$Y = + 1 X1 + 2 X2 + 3 X3$$

$$Y = 8,655 + 0.004 X1 + 0.582 X2 + 0.326 X3$$

Where it means that the regression equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that:

The constant value is 8,655 This means that if the shopping orientations, store trust and promotion variables increase by one unit, then the purchase decision increases by 8,655 units. The value of the shopping orientations coefficient is 0.004. If shopping orientations increase by one unit with the assumption that other variables are held constant, purchasing decisions increase by 0.004 units. Store trust coefficient value 0.582 If store trust increases by one unit with the assumption that other variables are held constant, the purchase decision increases by 0.582 units. Promotion coefficient value 0.326 If promotion increases by one unit assuming other variables are considered constant then purchasing decisions increase by 0.326 units.

## Hypothesis test

### Statistical t test

in this study the independent variables consist of *shopping orientations*, store trust and promotionsaid to have a significant effect or not on the dependent variable, namely buying decision. From the testing process, the results have been obtained as shown in table 4.13 as follows:

**Table 4.13**

### Hypothesis Testing Results

| Independent Variable              | T Table | T count | Sig. | Conclusion      |
|-----------------------------------|---------|---------|------|-----------------|
| <i>Shopping Orientations</i> (X1) | 1,98498 | 0.070   | .945 | H1 rejected     |
| <i>Store Trust</i> (X2)           | 1,98498 | 4.852   | .000 | H2 is accepted. |

|               |         |       |      |                 |
|---------------|---------|-------|------|-----------------|
| Promotion(X3) | 1,98498 | 3.538 | .001 | H3 is accepted. |
|---------------|---------|-------|------|-----------------|

SPSS 2022 processed data source

Based on table 4.13, the partial test can be seen that each independent variable store trust and promotion has a t-count value greater than the t-table value, where store trust has a t-count value of  $4.852 > t\text{-table } 1.98498$ , promotion has a t-count of  $3.538 > t\text{-table } 1.98498$  it can be concluded that each variable (store trust and promotion) positive effect on purchasing decisions (dependent variable) while variable shopping orientations has a t-count of  $0.070 < t\text{-table } 1.98498$  it means that there is no effect of shopping orientations on purchasing decisions (dependent variable).

### Effect of variable shopping orientations to purchase decision (H1)

The shopping orientations variable (X1) has no effect on purchasing decisions at the Gramedia Padang bookstore. From the results of the analysis in the table obtained a significant value of  $t\text{count} < t\text{table}$ , then hypothesis one (H1) in this study was rejected.

### The influence of store trust on purchasing decisions. (H2)

The store trust variable (X2) has an effect on purchasing decisions at the Gramedia Padang bookstore. From the results of the analysis in the table obtained a significant value of  $t\text{count} < t\text{table}$ , then hypothesis one (H2) in this study is accepted.

### The effect of promotion on purchasing decisions. (H3)

The promotion variable (X3) has an effect on purchasing decisions at the Gramedia Padang bookstore. From the results of the analysis in the table obtained a significant value of  $t\text{count} < t\text{table}$ , then hypothesis one (H3) in this study is accepted.

## DISCUSSION

### Influence Shopping Orientations To Buying decision

Based on the tests that have been carried out, it can be concluded that the first hypothesis which states that the shopping orientations variable has no effect on purchasing decisions, it can be seen in the tests that have been carried out with a t-count value smaller than the t-table value and a significance value greater than the Alpha value. then the first hypothesis is rejected.

These results explain that shopping orientation is a lifestyle that can affect a consumer's buying behavior and shopping intentions. This study of shopping orientation is important because it studies consumer behavior as seen from the way consumers shop, which includes shopping orientation at home, economical shopping orientation, shopping orientation at shopping centers, and personal shopping orientation.

These results are in line with Nurul's research (2019) in his research publication "shopping orientations and promotion of purchasing decisions on Yamaha motorcycles". Also stated that the Shopping Orientations variable has no effect on purchasing decisions. Where in Nurul's research (2019) the t-count results are smaller than the t-table value with a greater significance value than the alpha value so that shopping orientations and promotions have no effect on purchasing decisions.

#### **InfluenceStore Trust ToBuying decision**

Based on the tests that have been carried out, it can be concluded that the second hypothesis which states that the store trust variable has a positive and significant effect on purchasing decisions, it can be seen in the tests that have been carried out with a t-count value greater than the t-table value and a significance value smaller than alpha value then for the second hypothesis can be accepted.

Store trust is the foundation of a business which is a way to create and retain consumers (Widiyanto 2013). According to Aribowo and Nugroho (2013) store trust acts as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected. The store trust element is a key variable for the success of business relationships (Suhari, 2011). This store trust variable has a strong impact on purchasing decisions.

#### **Effect of Promotion onBuying decision**

Based on the tests that have been carried out, it can be concluded that the third hypothesis which states that the promotion variable has a positive and significant effect on consumer loyalty, it can be seen in the tests that have been carried out with a t-count value greater than the t-table value and a significance value smaller than the Alpha then for the third hypothesis can be accepted.

These results explain the information about a product or service that we offer to the public or consumers. So, we can conclude that sales promotions affect consumers in choosing the products to buy. Through sales promotion, companies can attract new customers to be interested in new products from a company.

These results are in line with the research conducted by Lotje Kawet and Imelda Ogi (2015) entitled the effect of product quality, price and promotion on purchasing decisions on Honda motorcycle sales in Bekasi, concluding the results of their research simultaneously that product quality, price and promotion affect decision making. purchase

## **IV. Conclusion**

Based on the results of research and discussion processed using SPSS, several research conclusions can be conveyed as follows:

1. Shopping Orientations does not affect the purchasing decisions of Generation Z at bookstores in the city of Gramedia Padang. Where the value of  $t$  count is smaller than  $t$  table and the significance value is greater than the alpha value. So, in this study the first hypothesis was rejected.
2. Store Trust positive and significant effect on purchasing decisions of Generation Z at bookstores in the city of Gramedia Padang. Where the value of  $t$  count is greater than  $t$  table and the significance value is smaller than the alpha value. So, in this study the second hypothesis is accepted.
3. Promotion positive and significant effect on purchasing decisions of Generation Z at bookstores in the city of Gramedia Padang. Where the value of  $t$  count is greater than  $t$  table and the significance value is smaller than the alpha value. So, in this study the third hypothesis is accepted.

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