The Impact of SPG Performance, Product Display, and Product Design Towards Consumer's Purchasing Interest

Case Study in PT. Matahari Department Store Bekasi City,Indonesia

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Abstract:- This research's methodology applied is quantitative descriptive survey and multiple linear regression analysis, which is an assessment that aims to get a specific result of how far the impact of SPG Performance, Product Display and Product Design can influence consumers' Purchasing Interest at PT. Matahari Department Store Bekasi and relates it to existing theories and uses questionnaires as a data collection tool to several respondents. The data is processed with SPSS software version 22, with several tests such as Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, t Test and F Test and the Determination Coefficient Test (r^2). Based on the results of the study, it was found that the SPG Performance, Product Display and Product Design variables have a significant influence on Purchasing Interest variable.

Keywords:- Sales Promotion Girl's Performance; Product Display; Product Design;Quantitative Descriptive Survey; Double Linier Regression

I. INTRODUCTION

Sales promotion girl or SPG is a human resource with an important role in the sales process. SPG functions include promoting a company's product and selling the product. As employees of the SPG are required to produce good work performance. The working results of the SPG will be realized in the form of achieving certain targets. In order to meet these targets, SPG must often deal with potential customers, where in this case SPG is required to be able to convince potential buyers so that in the end of a sale and purchase transaction (A. Rizaldi, 2000). SPG is an asset of the company which also has important value in supporting the achievement of the success and objectives of the company. A good company that produces goods and services almost certainly requires an SPG whose duty as a liaison from the company to consumers and also provides input or information about the characteristics of consumers to the company. This condition makes SPG's position not more important than other positions in the company (Perreault, Jr., Cannon, & McCarthy, 2015).

Besides the attractive physical appearance, the SPGs need to be equipped with good communication skills. PT. Matahari Department Store's management said that they have provided regular training for all SPGs. The training provided included achievement motivation training (AMT), communication skills training and customer service. The training is important because SPG is dealing directly with customers, which is one of the spearheads of the company in raising product sales. Sales are individuals who carry out the task of personal selling or face-to-face sales, in personal selling activities the most activities carried out are interpersonal communication, in other words interpersonal communication, namely the process of delivering messages from one individual to another individual (Kottler & Armstrong, 2008). The ability to communicate effectively is highly demanded by SPGs in order to be able to convince potential buyers, must be able to interact and react in various ways with many different people. In addition there is also an absolute necessity for SPGs to know and understand their products properly and perfectly. Sometimes the sales person must also act as an advisor to certain prospective buyers, at the same time it is necessary to make friends with other prospective buyers. This is because sometimes consumers feel hesitant in making a choice or making a decision to buy a product. Interpersonal communication is considered the most effective way in providing information, persuading, exchanging ideas, and influencing others in order to change a person's attitudes, opinions and behavior (Thoha, 2013). However, many SPGs do not apply it, so they have difficulty in communicating with others (interpersonal communication). As a result, consumers are disappointed, because the information received is unclear and unable to provide solutions to the products offered, many complaints from customers that make company losses and threaten the its development. The results of a study conducted by Whirley showed that the majority (nearly 70%) of customers left certain companies because of complaints about the quality of service (such as SPG), not because of the quality of their products (DJ. Murdono, 2003).

Products are goods that are available and provided in stores for sale. Products provided in stores must be arranged properly in order to attract the attention of consumers to buy. Products arranged in a store will depend on the type of store. The product arrangement at a clothing store will be different from the product arrangement at a retail store.

Store display will reflect a picture that is in the store so that consumers know the types of products sold by product arrangement. An attractive arrangement will stimulate the desire of consumers to buy. Consumers sometimes buy a product without having a plan indeed. The desire to buy often appears in stores that provide many types of products or malls as places to shop or just go for a walk. Purchasing decisions can occur when consumers are faced with the selection of two or more alternatives, meaning that the conditions for someone to make a decision must be available several alternative choices (Schiffman & Kanuk, 2008). One factor that drives a person can suddenly buy without having a plan before because of the presence of a prominent product display (B. Boediono, 2003). The product display that is usually seen in a shop will arise the consumers' appetite to buy. The display can arise the desires of consumers, so consumers feel an urgent need to buy the product that being promoted without any plans to buy before. Decisions like these are often referred to as unplanned purchases (impulse buying). Unplanned purchases are items that are desired at the time. An unplanned purchase can be explained as an act of purchase made at that moment because of strong positive feelings about an object.

Product design becomes important in keeping and maintaining consumer and market purchasing interest. Products that seem monotonous and not varied will give the impression of being bored to consumers. For that reason, the sensitivity of the designer in understanding the desires of consumers must always be improved. A varied product design can also increase the level of profit which is quite significant for a product.

Purchasing interest is part of the behavioral component in the consuming attitude. According to Kinnear and Taylor, purchasing interest is part of the consumer behavior component in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented (Durianto, Sugiarto, Widjaja, & Supratikno, 2003). Whereas the repurchase intention is the purchase interest based on the purchase experience that has been done in the past. The importance of measuring consumer purchasing interest, that is to know the desires of customers who remain loyal or leave an item or service (Zeithaml, V.A. Parasuraman, A. & Berry, 1993). Consumers who feel happy and satisfied with the goods or services they have purchased, they will think of buying back the goods or services. Therefore, purchasing interest is important to study.

The purpose of this study was to determine the extent of the effect of SPG Performance, Product Display and Product Design on consumer Purchasing Interest at PT. Matahari Department Store Bekasi Metropolitan Mall. Increasing business competition requires companies to be more vigorous in marketing to attract and retain consumers. With these circumstances, the company is demanded to be more responsive to the desires of consumers and can communicate their products appropriately. The marketing strategy that companies can do is to provide information to consumers through the role of product sales staff (SPG and SPB), Product Display and Product Design.

II. LITERATURE REVIEW

A. The role of Sales Promotion Girl (SPG)

To market a product requires several activities that involve various resources. The involvement of resources in this case leads to the power of resources to manage a product so that it can be accepted in society. Promotional activities usually involve skills for each person, such as promotion activities through sales promotion girls. As a product sales force, currently there is a direct marketing department that offers products and product samples. This section is usually known as sales promotion, and because of the gender character there are SPG (sales promotion girl) and SPB (sales promotion boys). SPG is a profession engaged in marketing or promoting a product. This profession usually uses women who have attractive physical characteristics in an effort to attract the attention of consumers. SPG has its own culture which includes all unique set of values and behaviors. They can show their attributes through certain verbal or nonverbal language so as to form certain patterns of communication and interaction with consumers and with other SPG partners. An SPG not only must maintain her attitude in the offering area of product but also she must maintain her attitude when she was outside the company. Because if an SPG does something negative, the effect will reach the company. Being an SPG is not only beautiful and attractive, but also they must have ethics and skills. Ratmoyo stated that the ethics must be possessed by an SPG are looks beautiful, smells good, hears nice voice, feels right presence, and the most important, always smiles to consumers (Ratmoyo ratmoyo, 2014). In this case SPG is also demanded how to communicate effectively in order to convince consumers. SPG who is able to work effectively will provide a plus in the eyes of her superiors. In communicating with consumers, SPG must balance with body language as a confirmation of the products offered so as to provide more effects for consumers. Communication is carried out such as through verbal and nonverbal communication. The success or failure of the communication depends on the self-concept possessed by the communicator because they behave according to the self-concept itself.

B. Product Display

Display implementation is very important for a store because it is a sales technique, a good display implementation that is able to attract the attention of visitors and help them to easily observe, check and select the items and finally make an effective display implementation purchase will increase sales and can stimulate consumer buying interest display immediately can change the atmosphere of the store more attractive. According to William J. Schultz defines display is an effort to encourage the attention and interest of consumers in the store or goods and encourage the desire to buy through direct visual appeal (direct visual appeal) (Alma, 2011). Placing goods is important, especially the placement of goods in windows

displays, interior displays, and exterior displays (M. Tohar, 2000).

Furthermore, the display is divided into 3 types (Alma, 2011) , such as :

➢ **Windows Display**, which is displaying goods, pictures of price cards, symbols and so on in the store section called a storefront. Thus prospective customers who pass by the shops are expected to be attracted by these items and want to enter the store. The face of the shop will change if the windows display is replaced. This windows display function has the following objectives:

- to attract the attention of people who pass by,
- good quality, or low prices, as the hallmark of the store,
- draw attention to special items sold by stores,
- to cause impulse buying (immediate impulse to buy),
- in order to appeal to the overall store power

➢ **Interior Display**, which is displaying goods, pictures, price cards, posters in the shop, for example on the shop glass, on the table, on shelves and so on. There are several types of interior displays:

- Merchandise Display, Merchandise is displayed in a store and there are three forms of display:
- ✓ Open Display, Merchandise is displayed in an open place so they can be approached and held, seen and thoroughly by prospective buyers without the assistance of their sales officials, for example self display.
- ✓ Island Display, goods stored on well-arranged floors such as islands and so on.
- ✓ Closed Display, goods are displayed in a closed atmosphere. These items cannot be approached and held or examined by prospective buyers except with the assistance of an officer. Obviously this is aimed at protecting goods from damage, theft and so on;
- Architecture Display, showing goods in its use, for example in the living room, furniture in the bedroom, kitchen with equipment, and so on. This method can increase the appeal because goods are displayed realistically; store signs and decorations, signs, symbols, symbols, posters, pictures, flags, slogans and so on are stored on a table or hung in a store.

Display is the layout of the goods by taking into the elements of the type and usefulness of the goods, making them neatness and beauty to attract consumers and leading customers to look, encourage, and decide to buy. No wonder the display which is basically part of this promotion is often referred to "*the silent salesman*". (Lina Rio Choriyati, 2013)

The display of the product will be succeed if it :

- *Can create a commercial image or store image*
- Can be appetizing (interesting, informative, etc.)
- Make it easier for buyers to find goods
- Highlight the types and brands of goods
- Introduce new goods and increase sales.
  (Dr. Sopiah,MM,MPd & Syihabuddin,SE, 2008)

Display in order to attract consumers, must be:
- Neat and clean
- Easy to see, reach and search
- Right for the location
- Safe & attractive arrangement

C. Product Design

There are many things can be done to stimulate consumer's purchasing interest, one of them is product design. The understanding of product design : Product design is one thing to increase the industry so that the products of the industry can be accepted by the public, because the products they get are in good quality, affordable prices, attractive product designs, get after sales service and so on (Husein, 2002) . Design has become the culmination point of the marketing, advertising and merchandising process. With varied product designs, it will be the main attraction. All company funds and activities aimed to build brand awareness and their company image, and it will show its success when consumers are interested in and decide to buy the product.

Design is the totality of features that affect the appearance and function of a product in terms of customer needs (Kotler & Keller, 2008). Product design functions to differentiate one product from another. Design can be interpreted as one of the broad activities of design and technology innovations that are conceived, created, exchanged (through buying and selling transactions) and functional (Rosnani, 2010). Design is essentially human efforts to empower themselves through the objects of creation to live a safer and more prosperous life (Sachari, 2005). Design is a unique dimension of a product. This dimension gives a lot of high emotional aspects in influencing customer satisfaction. Product design in a market that changes with the times, price and technology is not enough to provide satisfaction for consumers if the product does not have high emotional value. Design is a factor that often becomes the advantage of automotive companies, especially motorcycles. Motorcycle manufacturers in Indonesia are currently competing to create motorcycles that have a unique and futuristic design. Product design also relates to a variety of attractive shapes and sizes. If the model simply explains the outer shape of the product, while the design is more than just epidermis but the design is the heart of the product that considers the external shape, creating a product form is easily safe, inexpensive to produce and economical to distribute. that a company must be able to create an attractive design that is different from similar competitors' products. The better the product design, the more easily the product accepted by consumers and the design will be the hallmark for the product being produced.

D. Consumer's Purchasing Interest

Interest is something that is personal and related to the attitude, that individual interested in an object will have the strength or drive to do it a series of behaviors to approach or obtain the object. Buying interest is a desire to buy a product or service due to good external influences and internal where the evaluation of the product or service to be done previously bought, while Sutisna and Pawitra suggest that buying interest is something related to consumer plans to buy certain products and how many product units needed in a certain period according to Julianti, Nuridja, & Meitriana.(SE,MM, 2019)

In the evaluation stage of the purchasing decision process, consumers form fondness / interest in brands in a selection of choices, consumers too might form an interest in buying the most preferred product. (Kotler, Calder, Malthouse, & Korsten, 2012). The reason for using buying interest in this research is to find out the extent to which online stores can influence consumers to buy products wanted through promos and diversity of products sold on the site the.

E. The Relationship of SPG Appearance, Product Display and Product Design to Consumer's Purchasing Interests

Sales Promotion Girl is a woman recruited by a company to promote a product (Ratna Retnasih, 2001) . This opinion sees the existence of SPG from its function, as the representative of a product. Furthermore, this opinion illustrates that the main task of SPG is to promote products. Based on the opinions of the experts above, it can be concluded that SPG is an effective way that can be used by companies to continue and realize the promotional messages they offered. So SPG not only increases product brand awareness, but also increases sales.

Raharti (M. Raharti, 2001) stated that there were several requirements that must be met by sales promotion girls, such as :

➢ Performance ; This performance is a physical display that can be sensed by using sight. In this perspective, performance also illustrates a person's nature. This trait is measured by the outlook (physical appearance) and dress code design (clothing design), the size of the trait is subjective (each person may be different).

➢ Communicating Style; Absolute communication must be fulfilled by sales promotion girl because through this communication, it will be able to create interactions between consumers and sales promotion girls. This communication is measured by the style of speech and how to communicate. Measurement of communicating style is depended on consumers because it can be subjective.

➢ Body Language ; This body language is more directed at physical movements (gentle, graceful, etc.). Body movement when offering products and physical touch (body touch) is a description of this body language. Measurement of body language is depended on consumers because it can be subjective. If it fulfills these condition, it is very possible that the sales promotion girls recruited by the company will be able to create a good perception of the product being advertised, and will be followed by purchasing interest.

Besides Product Display, Product Design can also affect consumer's purchasing interest. The design of a product has become one of the factors that needs to get serious attention from management, especially the new product development team, because many intended consumers begin to question the design problem of a product that can meet the needs and desires of consumers (Pradana & Reventiary, 2016). Product design is also one aspect of forming a product image. Companies are also increasingly aware of the importance of the marketing value of product design, especially the performance design. Many companies now realize the importance of product design (Stanton, 2005). Good product design can attract attention to make purchases, improve product performance, cut production costs, and provide competitive advantage in the target market (Kotler & Keller, 2008). The design aspect in marketing activities is one of the forms of attractiveness to a product. Design can shape or give attributes to a product, so that it can be a typical of a product brand. The characteristics of a product will eventually be able to distinguish it from similar products of the other brands from competitors (Kotler & Armstrong, 2018).
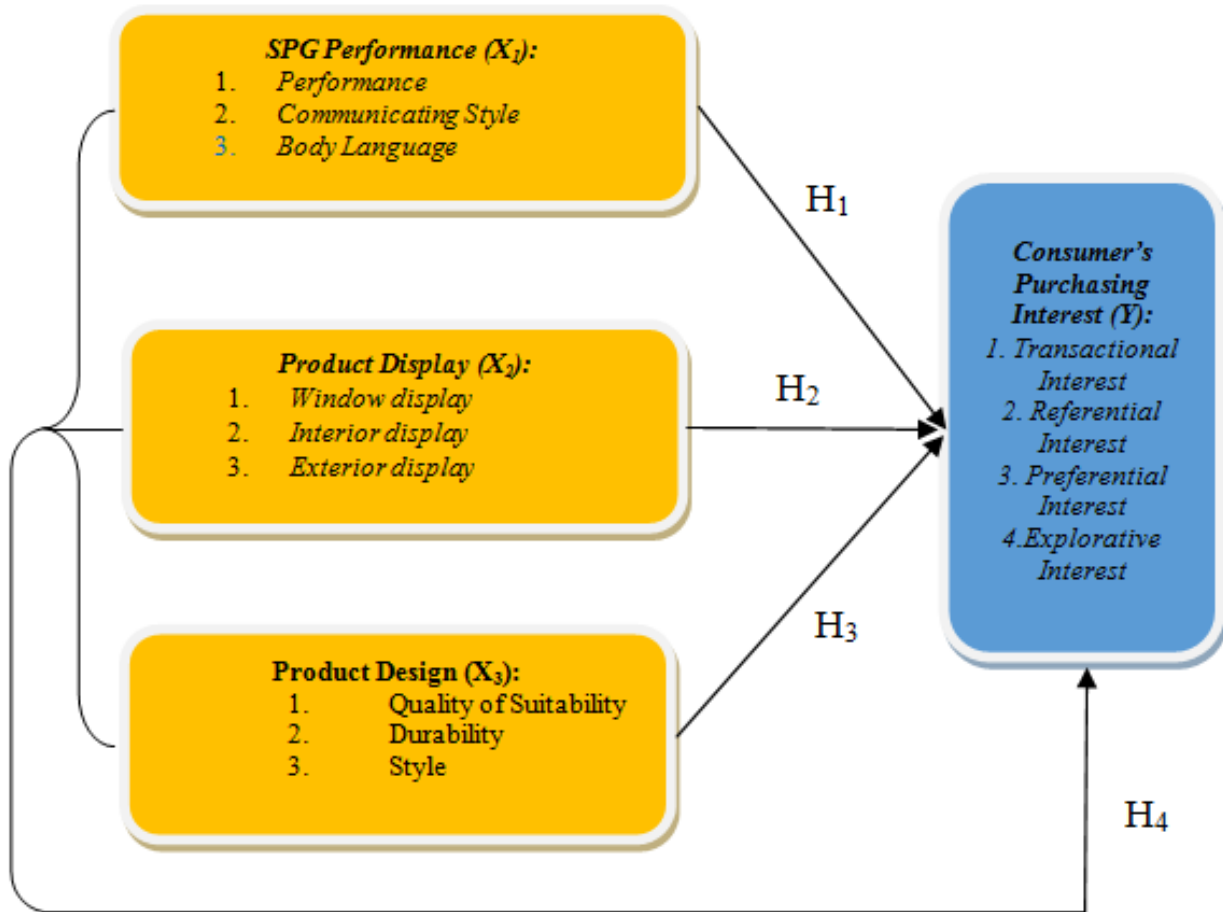
❖ *Theoretical Framework (Hypothesis)*

Fig 1:- Theoritical Framework (hypothesis)

Based on the problems that have been described above can be formulated as follows:

➢ Is there a positive and significant influence between the SPG performance against consumer's purchasing interest at PT. Matahari Department Store Bekasi Metropolitan Mall?

➢ Is there a positive and significant influence between product display against consumer's purchasing interest at PT. Matahari Department Store Bekasi Metropolitan Mall?

➢ Is there a positive and significant influence between product design against consumer's purchasing interest at PT. Matahari Department Store Bekasi Metropolitan Mall?

III. METHODS

A. Before Research Type

This type of research is quantitative descriptive survey and multiple linear analysis, which is an assessment that aims to get a real condition of how SPG Performance, product display and product design can influence consumer's purchasing interest at PT. Matahari Department Store Bekasi Metropolitan Mall and relates it to existing theories and uses questionnaires as a data collection tool.

B. Research Location

This research was conducted at PT. Matahari Department Store Bekasi Metropolitan Mall and the object of research are the SPG of Matahari Department Store Bekasi Metropolitan Mall. The reason the author chose the location of this research at PT. Matahari Department Store Bekasi Metropolitan Mall is because the author wanted to know how far consumer's purchasing interest in this department store influenced by SPG Performance, product display or product design.

C. Data, Population and Sample

In this study the data obtained were derived from the total population of SPG of Matahari Department Store Bekasi Metropolitan Malll is about 134 people. The sample used by researchers is as many as 100 people with consideration according to the Slovin formula of the total population (sugiyono, 2007).

IV.   RESULTS

Data collection techniques used by researchers in this study were distributed some questionnaires to SPG of PT. Matahari Department Store Bekasi Metropolitan Mall directly via interview. Then the data are processed with SPSS software version 22, with several tests such as Validity Test, Reliability Test, Normality Test (Kolmogorov-Smirnov Test), Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test,

Hypothesis Test (partial t Test and simultaneous F Test) and the Determination Coefficient Test (r^2).

❖ *Reporting Research Results*
A. Validity Test

Validity Test is used to measure the level of validity of a questionnaire. Validity Test is done using the correlation analysis method. The conclusions from the results of all indicators show significant results, $(0.000 < 0.005)$, so it can be concluded that each indicator is **Valid**.

		SPG_ Performance	Product_ Display	Product_ Design	Purchasing_ Interest
SPG_Performance	Pearson Correlation	1	0.615**	0.582**	0.559**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	100	100	100	100
Product_Display	Pearson Correlation	0.615**	1	0.606**	0.572**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	100	100	100	100
Product_Design	Pearson Correlation	0.582**	0.606**	1	0.496**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	100	100	100	100
Purchasing_Interest	Pearson Correlation	0.559**	0.572**	0.496**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	100	100	100	100

Table 1:- Validity Test of SPG Performance, Product Display, Product Design and Purchasing Interest Variables
Source : Data processed by SPSS

Variable	R Count	R Table	Result
SPG Performance	0.696	0.1966	Valid
Product Display	0.715	0.1966	Valid
Product Design	0.663	0.1966	Valid
Purchasing Interest	0.631	0.1966	Valid

Table 2:- With n = 100, df = 100 – 2 = 98, so r table is 0.1966
Source : Data processed by SPSS.

B. Reliability Test

This test is conducted to determine the level of consistency of the results of the responses/answers of the respondents. The table below shows the reliability test results of the SPG performance variables, product display, and product design on consumer purchasing interest. The results of this reliability test explain the Cronbach Alpha value for each variable > 0.60, so it can be concluded that the measurement tool is **Reliable**. Except for product display variable, it has Cronbach Alpha 0.558 below the standard 0.60, which means **Not Reliable**.

Variables	Cronbach Alpha	Standard	Result
SPG Performance	0.824	0.60	Reliable
Product Display	0.558	0.60	Not Reliable
Product Design	0.842	0.60	Reliable
Purchasing Interest	0.658	0.60	Reliable

Table 3:- Reliability Test of SPG Performance, Product Display, Product Design And Purchasing Interest
Source : Data processed by SPSS.

C. Normality Test (Kolmogorov-Smirnov Test)

Normality Test aims to test whether in the regression model, the interference or residual variables have a normal distribution or not. The results show that the significance value of the variable asymptotes (2 directions) from SPG Performance (0,000), Product Display (0,000), Product Design (0,000) and Purchasing Interest (0,000) are less than α = 0.05, so these variables are **not Normal** and has a **significant effect**.

One-Sample Kolmogorov-Smirnov Test			SPG_ Performance	Product_ Display	Product_ Design	Purchasing_ Interest
N			100	100	100	100
Normal Parameters[a,b]		Mean	22.20	22.63	22.16	21.98
		Std. Deviation	2.531	1.704	2.131	1.589
Most Extreme Differences		Absolute	0.212	0.151	0.205	0.145
		Positive	0.134	0.151	0.205	0.145
		Negative	-0.212	-0.149	-0.153	-0.118
Test Statistic			0.212	0.151	0.205	0.145
Asymp. Sig. (2-tailed)			0.000[c]	0.000[c]	0.000[c]	0.000[c]

Table 4:- Normality Test
Source : Data processed by SPSS.

D. Multicollinearity Test

Multicollinearity Test aims to test whether the Regression model finds a correlation among independent variables. A good regression model should not have a correlation among independent variables. Multicollinearity can be seen from the correlation between independent variables below 0.90, or can also be seen from the Variance Inflation Factor (VIF) and Tolerance Value. If the VIF value < 10 and the tolerance value of the independent variable > 0.10, it can be concluded that there is no multicollinearity among independent variables in the regression model in this study. The results of the analysis show that all independent variables have a Variance Inflation Factor (VIF) value < 10 and a tolerance value > 0.10, it can be concluded that there is no Multicollinearity among independent variables in the regression model.

Model			Product_ Design	SPG_ Performance	Product_ Display
1	Correlations	Product_Design	1,000	-0,334	-0,388
		SPG_Performance	-0,334	1,000	-0,405
		Product_Display	-0,388	-0,405	1,000
	Covariances	Product_Design	0,006	-0,002	-0,003
		SPG_Performance	-0,002	0,004	-0,003
		Product_Display	-0,003	-0,003	0,010

Table 5:- Multicolinierity Test
Source : Data processed by SPSS.

E. Heteroscedasticity Test

Heteroscedasticity test can be done with a Scatterplot chart. Through analysis graph, a regression model is considered not to occur heteroscedasticity if the points are randomly scattered and does not form a specific pattern that is clear and spread over and below the zero on Y axis. To find out if there are any symptoms of heteroscedasticity, it can be done by using a heteroscedasticity scatterplot graph among the predictive value of the dependent variable and independent variables. From the scatterplot graph above, the points are scattered randomly and spread both above and below the zero point and Y axis. It can be concluded that no Heteroscedasticity (Homoscedasticity) occurs in the regression model,then it means the regression model is feasible to be used in the test.
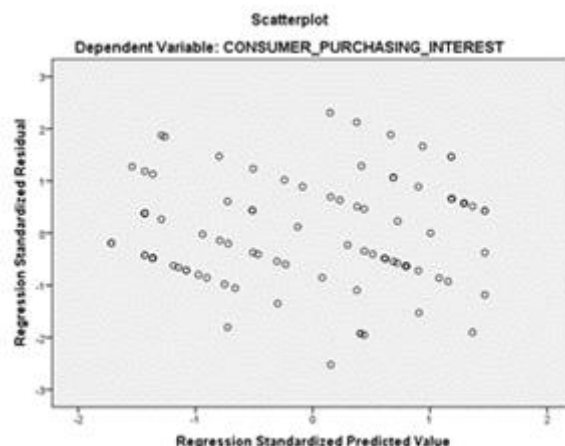

Fig 2:- Heteroscedasticity Test

F. Multiple Linear Regression Analysis Test
Below are presented the results of the multiple linear regression analysis equation:

Purchasing Interest = 9,106 +0,179 SPG Performance +0,290 Product Display +0,106 Product Design + e

The Regression Equation Model above can be interpreted as follows:
➢ A Constant Value of 9,106 states that the Purchasing Interest variable is 9,106 if the SPG Performance, Product Display and Product Design variables are considered constant or equal to zero.
➢ The Regression Coefficient of the SPG Performance variable is 0.179, which means that if the value of the SPG Performance variable increases by one unit, the Purchasing Interest variable will also increase by 0.179.
➢ The regression coefficient of the Product Display variable is 0.290, which means that if the value of the Product Display variable increases by one unit, the Purchasing Interest variable will also increase by 0.290.
➢ The regression coefficient of the Product Design variable is 0.106, which means that if the value of the Product Design variable increases by one unit, the Purchasing Interest variable will also increase by 0.106.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.106	1.704		5.345	0.000		
	SPG_Performance	0.179	0.066	0.285	2.698	0.008	0.553	1.809
	Product_Display	0.290	0.101	0.311	2.874	0.005	0.529	1.892
	Product_Design	0.106	0.078	0.142	1.353	0.179	0.562	1.780

Table 6:- Linier Regression Test
Source : Data processed by SPSS.

G. Hypothesis Test
➢ *Simultaneous F Test*
In this study, the F test was used to determine the level of significance of SPG performance, Product Display and Product Design variables simultaneously affect Purchasing Interest variable. The results of statistical calculations show the value of F_{count} = 21.990 > F_{table} = 3.09 and a significance value of 0.000 < 0.05, this indicates that the SPG Performance, Product Display and Product Design variables influence simultaneously and significantly to Purchasing Interest variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.809	3	33.936	21.990	0.000[b]
	Residual	148.151	96	1.543		
	Total	249.960	99			

Table 7:- Simultaneous F Test
Source : Data processed by SPSS.

➢ *Partial t test*
To test the level of significance of the regression model for each variable can be partially obtained using the t test which can be seen in the table below:

• Partial test results from the hypothesis for the SPG Performance variable shows the value of t_{count} = 2.698 > t_{table} = 1.984 with a significance value of 0.008 < 0.05, then it can be concluded that the SPG Performance variable has a **ppositive and significant influence** to the Purchasing Interest variable.
• Partial test results of the hypothesis variable for the Product Display variable shows the value of t_{count} = 2.874 > t_{tabel} = 1.984 with a significance value of 0.005 < 0.05, it can be concluded that the Product Display variable has a **positive and significant influence** on the Purchasing Interest variable.
• Partial test results of the hypothesis variable for the Product Design variable shows the value t_{count} = 1.353 < t_{tabel} = 1.984 with a significance value of 0.179 > 0.05, it can be concluded that the Product Design variable has a **negative and iand insignificant influence** on the Purchasing Interest variable .

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
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	Product_Design	0.106	0.078	0.142	1.353	0.179	0.562	1.780

Table 8:- Partial t Test
Source : Data processed by SPSS.

H. Determination Coefficient Test (r^2)
The coefficient of determination is used to determine how far the independent variable affects dependent variable. The coefficient of determination is determined by the value of r square.

Based on the table below, it can be seen that the coefficient of determination obtained is 0.407 or in other words the SPG Performance, Product Display and Product Design variab have significant effect on Purchasing Interest variable by 40.7%, while the remainder (100% - 40.7% = 59.3%) is influenced by other variables outside this regression model.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.638[a]	0.407	0.389	1.242

Table 9:- Determination Coeficient Test (r^2)
Source : Data processed by SPSS

V. DISCUSSION

SPG is a profession engaged in marketing or promoting a product. This profession usually uses women who have attractive physical characteristics in an effort to attract the attention of consumers. Being an SPG is not only beautiful and attractive, but also they must have ethics and skills. Ratmoyo stated that the ethics must be possessed by an SPG are looks beautiful, smells good, hears nice voice, feels right presence, and the most important, always smiles to consumers (Ratmoyo ratmoyo, 2014). From this study, we know that SPG Performance not only increases product brand awareness, but also increases sales.

Display is the layout of the goods by taking into the elements of the type and usefulness of the goods, making them neatness and beauty to attract consumers and leading customers to look, encourage, and decide to buy. No wonder the display which is basically part of this promotion is often referred to "the silent salesman" (Lina Rio Choriyati, 2013). Besides SPG Performance, Product Design can also affect consumer's purchasing interest.

The understanding of product design : product design is one thing to increase the industry so that the products of the industry can be accepted by the public, because the products they get are in good quality, affordable prices, attractive product designs, get after sales service and so on (Husein, 2002). Nevertheless, from this study above, we know that this variable doesn't affect consumers to raise their purchasing interest.

VI. CONCLUSION

This research aims to find out how far the implication of the SPG Performance, Product Display and Product Design towards purchasing interest of PT. Matahari Department Store Bekasi Metropolitan Mall.

From the results of the research's analysis, the researcher can conclude the results of this research as follows: **SPG Performance (X_1) and Product Display (X_2) variables have a positive and significant effect on Purchasing Interest (Y), but the other variable of Product Design (X_3) doesn't have a positive and significant effect on Purchasing Interest (Y) variable.**

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