

The Influence of Product Diversity, Price, Location on Purchasing Decisions

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Abstract

Background - Competition in the business sector is currently growing very rapidly, one of which is the culinary business. This increasingly fierce competition means that many businesses in the cafe industry produce products of the same type but with a variety of choices. The development of the cafe industry continues to increase. This increase is an opportunity for various business actors, one of which is Koiku Caffe, to increase consumer purchasing decisions through product diversity, prices and locations. Purchasing decisions are very important because they can be used as a reference for the success of a cafe business. When consumers do not decide to buy, it will impact the target and the realization of Koiku Caffe's income will decrease.

Purpose - This research examines product diversity, price, and location. both simultaneously and partially on purchasing decisions.

methodology - The sampling technique uses random sampling technique. The research sample was 100 respondents. Data collection uses a questionnaire that has been tested for validity and reliability. Data analysis techniques used were descriptive analysis, validity and reliability tests, multiple linear and classical assumption tests.

Findings - The research results show that both simultaneously and partially there is a positive and significant influence of product diversity, price and location on purchasing decisions.

Originality - original condition quality, novelty in product diversity, price, and location on purchasing decisions from previous research

Keywords: Product Diversity, Price, Location, Purchasing Decisions
