

Influence of Price and Product Variety on Purchasing Decisions at Kedai HR Talang Serut Blitar

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Abstract: Sales at Kedai HR Talang Serut during the period of January to March 2025 experienced a decline, indicating a shift in consumer behavior toward greater selectivity when comparing prices and product varieties before making purchases. This study aims to analyze the influence of price and product variety on purchasing decisions, both partially and simultaneously. The research employed a quantitative approach using a questionnaire survey. The study population included all consumers of Kedai HR Talang Serut, with a non-probability sampling technique through accidental sampling. The sample size was determined using Cochran's formula, resulting in 97 respondents. The analysis results show that price does not have a significant partial effect on purchasing decisions, while product variety has a significant effect. Simultaneously, price and product variety have a significant influence on consumers' purchasing decisions at Kedai HR Talang Serut. The study concludes that product variety plays a dominant role in influencing consumer purchasing decisions at Kedai HR Talang Serut, while price only becomes influential when combined with other factors.

INTRODUCTION

Business development in the modern era shows significant growth, particularly in the food and beverage sector in Indonesia. According to data from the Central Statistics Agency (2023), there are 4.85 million active food and beverage businesses, representing an increase of approximately 21.13% since 2016. This growth has resulted in increasingly fierce competition, particularly among food and beverage outlets, which are readily found in various strategic and busy locations. As a business entity within the food and beverage industry, outlets must now compete.

Kedai HR Talang Serut, located in Darungan Village, Blitar Regency, is an example of a culinary business that has thrived amidst intense competition. With a simple yet appealing concept and a diverse menu, ranging from local snacks to Korean specialties, the shop strives to attract customers through affordable prices and menu variety. However, product and price diversity alone are not enough to

guarantee business sustainability, given the presence of other shops in the area with similar competitiveness. Therefore, shop owners need to continuously innovate and focus on consumer preferences to maintain their competitiveness in the market.

Table 1. Sales Data at Kedai HR Talang Serut Since Opening

Bulan	Penjualan (Rp)
Agustus 2024	7.500.000
September 2024	16.500.000
Oktober 2024	27.000.000
November 2024	34.500.000
Desember 2024	58.500.000
Januari 2025	46.000.000
Februari 2025	39.500.000
Maret 2025	25.800.000

Source: Kedai HR Talang Serut, 2025

Based on the sales data presented in the table above, sales at Kedai HR Talang Serut decreased from January to March 2025, reflecting a decline in consumer purchasing decisions. This fluctuation may be due to how the shop sets prices and offers product variety. Consumers are now increasingly selective and tend to compare prices and menu options from various shops before making a purchase decision. Therefore, it is important for business owners to understand the influence of these two variables on consumer behavior.

Price is the value set by a producer or seller in exchange for goods or services offered, either in the form of money or other goods deemed equivalent (Rudiyanto, 2018). Kotler & Keller (2016) state that price can be assessed based on affordability, suitability to quality, competitiveness, and the benefits received by consumers.

In addition to price, product variety is also a crucial factor in influencing consumer interest. According to Indrasari (2019), product variety reflects a company's efforts to provide products in various types, sizes, appearances, and qualities, providing consumers with a wide range of choices. Kotler & Keller (2016) add that this variety encompasses aspects of size, price, appearance, and product availability, which can increase consumer appeal.

Purchasing decisions themselves are part of consumer behavior in selecting, purchasing, and using products or services to meet their needs and desires (Kotler

& Armstrong in Hulima et al., 2021). Sofjan Assauri (2018) emphasized that the purchasing decision process can be seen from several stages, namely identifying needs, searching for information, evaluating alternatives, and providing recommendations to others when satisfied.

A study by Kridaningsih (2020) examined the simultaneous influence of price and product variety on purchasing decisions at Amino, a product from Ultimate Nutrition, in Mojokerto City. The results showed that affordable prices and a wide range of products significantly influenced purchasing decisions. This is because both factors can attract consumer interest and increase customer satisfaction. These findings indicate that pricing strategies and product variety are crucial aspects in attracting consumers amidst increasingly fierce business competition.

In this regard, this study focuses on the HR Talang Serut Shop in Blitar Regency, which has experienced a decline in sales in recent periods. This situation suggests that consumer purchasing decisions can be influenced by how the shop sets prices and presents the variety of products offered. Therefore, this study aimed to determine the extent to which price and product variety influence consumer purchasing decisions at the HR Talang Serut Shop, both partially and simultaneously.

Based on this background, the research questions are formulated as follows: How does price influence purchasing decisions at the HR Talang Serut Shop in Blitar Regency? How does product variety influence purchasing decisions at the HR Talang Serut Shop? and how price and product variety simultaneously influence consumer purchasing decisions at the HR Talang Serut Shop, Blitar Regency.

Conceptual Framework

According to Sugiyono (2019), a conceptual framework is a representation of thinking formed based on interrelated theories and various factors deemed relevant to a problem. In this study, the independent variables are price and product variety, while the dependent variable is purchasing decisions. The relationship between price and product variety and purchasing decisions is the primary focus of

this study's conceptual framework. The flow of the conceptual framework is shown in Figure 1.

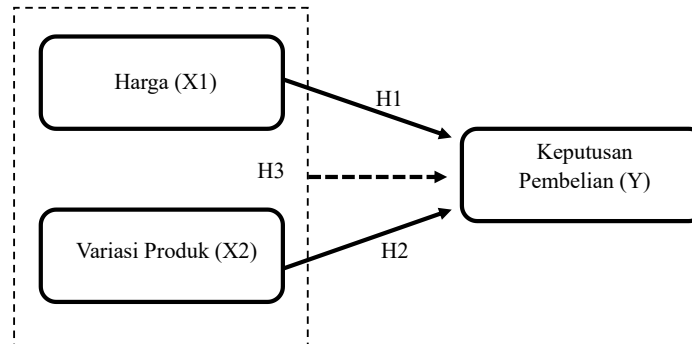


Figure 1. Flow of the Thought Framework

Hypothesis

According to Sugiyono (2019), a hypothesis is a temporary answer to a research problem formulation. The hypothesis in this study is as follows.

Ha1: It is suspected that there is a partial influence of price (X1) on purchasing decisions (Y) At the Kedai HR Talang Serut.

Ho1: It is suspected that there is no partial influence of price (X1) on purchasing decisions (Y) at Kedai HR Talang Serut.

Ha2: It is suspected that there is a partial influence of product variation (X2) on purchasing decisions (Y) at the Kedai HR Talang Serut.

Ho2: It is suspected that there is no influence of product variations (X2) on purchasing decisions (Y) partially at the Kadai HR Talang Serut.

Ha3: It is suspected that there is a simultaneous influence of price (X1) and product variety (X2) on purchasing decisions (Y) at the Kedai HR Talang Serut.

Ho3: It is suspected that there is no simultaneous influence of price (X1) and product variety (X2) on purchasing decisions (Y) at Kedai HR Talang Serut.

RESEARCH METHODS

The method used in this study is a quantitative method. The independent variables in this study are price (X1) and product variety (X2), while the dependent variable in this study is the purchasing decision (Y). The population in this study were all consumers who purchased at the Kedai HR Talang Serut. The sample in

this study were consumers of the Kedai HR Talang Serut who were accidentally encountered by the researcher and were deemed suitable as respondents. To determine the sample size in this study, the researcher used the Cochran formula, which is specifically used in conditions when the population size is unknown or very large (Sugiyono, 2023). Based on calculations with a 10% error rate and a 95% confidence level, a sample size of 97 respondents was obtained. The sampling technique used non-probability sampling with the accidental sampling method. Data were collected through distributing questionnaires with a Likert scale.

This study used validity and reliability tests to verify the instrument. Validity testing is used to determine whether the developed measuring instrument can truly measure what it is intended to measure. Reliability testing is used to determine whether the research instrument is reliable and trustworthy. Then, classical assumption tests are conducted, including normality, multicollinearity,

and heteroscedasticity tests. Classical assumption testing is used to determine whether the regression model is free from assumption deviations and meets the requirements needed to ensure optimal regression quality. Next, hypothesis testing is conducted, a procedure that involves. This analysis is conducted with the aim of deciding whether to accept or reject the hypothesis. Hypothesis testing in this study uses multiple linear regression analysis, the T test, the F test, and the coefficient of determination test.

RESULTS

Respondent Characteristics

Classification of respondents based on gender in this study is as follows.

Table 2. Respondents by Gender

Gender	Amount	Presentation
Man	35	36,1%
Woman	62	63,9%
Total	97	100%

Source: Processed Primary Data, 2025

Based on Table 2 above, it can be seen that characteristics based on gender indicate that 62 respondents were female, while 35 respondents were male. In terms

of percentage, 63.9% of respondents were female, while 36.1% of respondents were male. This dominance of female respondents indicates that female consumers have a greater interest in the products offered, such as snacks or Korean specialties provided by Kedai HR Talang Serut. In addition, women also tend to be more active in sharing culinary experiences and providing feedback on the services and products they consume.

Classification of respondents based on age in this study is as follows.

Table 3. Respondents by Age

Usia	Jumlah	Presentase
<17 Years	3	3,1%
17-25 Years	72	74,2%
26-35 Years	19	19,6%
> 35 Years	3	3,1%
Total	97	100%

Source: Processed Primary Data, 2025

Based on Table 3 above, it can be seen that the characteristics based on age in this study are divided into four categories. First, respondents under 17 years old numbered 3 people or 3.1% of the total 97 respondents. Second, respondents in the 17 to 25 years old age range were the largest group, namely 72 people or 74.2%.

Third, respondents aged 26 to 35 years were 19 people or 19.6%. Finally, respondents in the age group over 35 years old were recorded at 3 people, or equivalent to 3.1% of the total respondents. From this data, it can be seen that the majority of respondents were in the 17 to 25 years old group. This indicates that Kedai HR Talang Serut is most popular with late teenagers to young adults who are socially active and interested in eating places with a contemporary atmosphere. In addition, this age group is also an active user of social media, so it has great potential to be reached through digital marketing strategies such as promotions through Instagram and TikTok, which have been implemented by Kedai HR Talang Serut

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis conducted in this study are as follows.

Table 4. Multiple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.494	2.404		2.702	.008
HARGA	.164	.122	.155	1.341	.183
VARIASI PRODUK	.617	.116	.615	5.331	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on these values, a linear equation can be made as follows:

$$Y = 6.494 + 0.164X_1 + 0.617X_2$$

Information:

Y = Dependent variable (Purchase Decision)

X₁ = Independent variable (Price)

X₂ = Independent variable (Product Variation)

Based on table 4 above, the constant value of 6.494 indicates that if the price and product variation variables are considered constant or unchanged (with a value of 0), then the purchasing decision value is 6.494. This value has a positive sign, which means that in general there is a unidirectional relationship between the independent variables (price and product variation) and the dependent variable (purchase decision). The regression coefficient value for the price variable is 0.164. This indicates that a 1% increase in price will increase the purchasing decision by 0.164, but the effect is not strong enough to be considered significant. Meanwhile, the product variation variable has a regression coefficient of 0.617. This indicates that a 1% increase in product variation will increase the purchasing decision by 0.617.

T-test

The results of the T-test (partial) conducted in this study are as follows.

Table 5. T-test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.494	2.404		2.702	.008
HARGA	.164	.122	.155	1.341	.183
VARIASI PRODUK	.617	.116	.615	5.331	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on the t-test table (partial) above, the price variable (X1) has a significance value of $0.183 > 0.05$ and a calculated t value of $1.341 <$ the t-table value of 1.661. Thus, H_{o1} is accepted and H_{a1} is rejected for the price variable. This shows that partially, the price variable does not have a significant effect on purchasing decisions. While the product variation variable (X2) has a significance value of $0.000 < 0.05$ and a calculated t value of $5.331 >$ from the t-table value of 1.661. Thus, H_{o2} is rejected and H_{a2} is accepted for the product variation variable. This shows that partially, the product variation variable has a significant effect on purchasing decisions.

F test

The results of the F-test (simultaneous) conducted in this study are as follows.

Table 6. F-test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	869.313	2	434.657	58.834	.000 ^a
	Residual	694.460	94	7.388		
	Total	1563.773	96			

a. Predictors: (Constant), VARIASI PRODUK, HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on the F test table above, it is known that the significance value is $0.000 < 0.05$ and the calculated F value is $58.834 >$ from the F table value of 3.090. This proves that H_{o3} is rejected and H_{a3} is accepted. This means that there is a

simultaneous influence of price (X1) and product variation (X2) on purchasing decisions (Y).

Coefficient of Determination Test

The results of the coefficient of determination carried out in this study are as follows.

Table 7. Test of the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.546	2.718

a. Predictors: (Constant), VARIASI PRODUK, HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on the table above, the R-square (R^2) coefficient is 0.556, or 55.6%. Therefore, it can be concluded that the influence of price and product variety on purchasing decisions is 55.6%. The remaining 44.4% is influenced by other variables not included in this study.

DISCUSSION

The Influence of Price on Purchasing Decisions

The results of this study indicate that, partially, the price variable does not significantly influence purchasing decisions. This finding aligns with several previous studies. Research conducted by Nasution et al. (2019) on consumers at 212 Mart Medan found that price did not significantly influence purchasing decisions.

Based on the research results, 63.9% of respondents were female, while 36.1% were male. This predominance of female respondents indicates a greater interest among female consumers in the products offered by Kedai HR Talang Serut. This finding aligns with research by Nassar et al. (2021) which states that women are more likely to plan before purchasing. However, when linked to the characteristics of the respondents in this study, particularly the 17–25 age group who are socially and digitally active, their preference for visiting Kedai HR is not solely driven by price considerations. This age group, especially women, is more

attracted to the comfort, spacious atmosphere, and the shop's Instagrammable appearance, which is suitable for socializing and sharing on social media. These factors, besides price, are likely the main attractions and influence their decision to visit and purchase at Kedai HR Talang Serut.

However, based on initial observations made by the researcher, the prices of products offered by Kedai HR Talang Serut are relatively similar to prices at other similar shops. This makes price not a significant differentiating factor in influencing purchasing decisions. Consumers tend to focus their considerations on other factors such as quality, product variety, and convenience of service. Thus, although price is an important element in consumer behavior, in the context of Kedai HR Talang Serut, consumers consider that the price offered is commensurate with the benefits obtained, so it is not a primary factor in making purchasing decisions.

The Influence of Product Variety on Purchasing Decisions

The results of this study indicate that, partially, the product variety variable has a significant effect on purchasing decisions. This finding aligns with research by Gonie et al. (2022) on consumers at the Chamar Kawangkoan Restaurant and Coffee Shop, which showed that product variety significantly influences purchasing decisions.

The results of this study indicate that the more diverse the products offered, the higher the consumer's likelihood of making a purchase. This menu diversity gives consumers the flexibility to choose foods according to their tastes and preferences, thereby increasing satisfaction and encouraging purchasing decisions.

This superior product variety also creates a non-monotonous consumption experience, making customers more likely to return and stay loyal to the store. Thus, product variety is a dominant factor influencing purchasing decisions at Kedai HR Talang Serut.

Furthermore, the predominance of female respondents in this study also supports these findings, as female consumers tend to be more attracted to restaurants that offer a wide variety of menu options. Product diversity provides a sense of flexibility and increases the possibility of trying different types of food

according to taste, which is a particular attraction for women. Furthermore, most respondents were aged 17–25, an age group that tends to follow trends and is more enthusiastic about trying new things, including contemporary foods. This makes the variety of products offered by Kedai HR Talang Serut a major attraction for this young age group, who enjoy exploring unique and trendy menu options.

The Influence of Price and Product Variety on Purchasing Decisions

The results of this study indicate that there is a simultaneous influence of price (X1) and product variation (X2) on purchasing decisions (Y). This finding is in line with several studies by Rosadi et al. (2024) entitled "The Effect of Price and Product Variation on Purchasing Decisions at RIR Outdoor Karawang" which shows that simultaneously the variables of price and product variation have a significant influence on purchasing decisions at RIR Outdoor Karawang.

The results of the study indicate that although price does not have a significant partial effect, the combination of appropriate prices and diverse product variety simultaneously creates a positive perception. This finding aligns with the characteristics of the majority of respondents, namely women and in the 17–25 years old range, who are known to be socially active and tend to consider many aspects in purchasing decisions. In this context, there are several main factors that are prioritized by this group of respondents, including the variety of products offered, prices that are relatively similar to similar shops, and a comfortable and Instagrammable atmosphere. This young age group is not only looking for delicious and diverse products, but also considers the experience during the visit, including a place that supports social activities such as gatherings or taking photos. Therefore, although price is still a concern, comfort, aesthetics of the place, and product diversity are actually strong reasons that encourage consumers to make purchases at Kedai HR Talang Serut.

CONCLUSION AND RECOMMENDATIONS

The results of the analysis show that price does not have a significant partial effect on purchasing decisions. This means that in this study, price does not play a

role as the main factor in consumer considerations in making purchases at the Kedai HR Talang Serut.

Meanwhile, product variety significantly influences purchasing decisions. This means that the more diverse and attractive the product variety, the more likely consumers are to make a purchase. Simultaneously, price and product variety significantly influence purchasing decisions. consumer purchases at Kedai HR Talang Serut. Based on the research results, the researcher suggests that further research add other variables such as service quality, promotion, or brand image to obtain more comprehensive results, along with increasing the number of respondents, regional coverage, and considering a qualitative or mixed approach.

For Kedai HR Talang Serut, although price is not a significant factor, regular pricing evaluations are still necessary, along with strengthening promotional strategies and the company's image through social media and loyalty programs. A focus on developing product variations that align with market trends and tastes should be maintained, while maintaining consistent quality to increase customer satisfaction and loyalty amidst market competition.

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