

Effect of Product Variations and Price Discounts on Purchasing Decisions at Alya Griya Busana Store

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Abstract: Alya Griya Busana Store operates by focusing on clothing sales with a wide variety of product choices and the implementation of discount strategies. This study aims to analyze the partial and simultaneous effects of product variation and price discounts on purchasing decisions at Alya Griya Busana Store. The research employed a quantitative method, with data collected through questionnaires. The sample size was determined using the Cochran formula, involving 100 respondents who were customers of the store. The results of the analysis indicate that both product variation and price discounts have a significant partial influence on purchasing decisions. Simultaneously, product variation and price discounts also significantly affect consumers' purchasing decisions at Alya Griya Busana Store. The study concludes that both product variation and price discounts play a dominant role in influencing consumer purchasing decisions, demonstrating that diverse product options and competitive pricing strategies can effectively attract and retain customers in the retail fashion industry.

INTRODUCTION

Competition in the business world is now increasingly fierce, especially business opportunities as a seller. Nowadays, there are more and more clothes in Indonesia, many can even be found everywhere places such as cities, districts and even villages also have many clothing sellers. For fulfill the needs and desires of consumers in improving the quality of themselves, actors attempts to use strategy as a form of effort to gain sympathy and attention from consumers. Strategy is important for the survival of an effective and efficient company. Ernawati (2022), stated the era of globalization. Currently, industrialization has changes and challenges, every sector is required to able to adapt to remain relevant. One sector that is experiencing development significant is the fashion industry, which includes clothing, accessories, and fashion products other. Consumer purchasing decisions are influenced by various factors, one of which is a variety of products offered by business actors. Wide product variety possible provide many choices for consumers, thereby increasing their possibilities to make a purchase. A wide variety

of products can make it easier to fulfill Consumer preferences vary in terms of motifs, materials and function. Perspective The initial influence on purchasing decisions is product variety and thus desire consumers to purchase products according to emerging needs that have an impact on buying decision. Apart from product variety, price is also a crucial factor influencing consumer decisions in choosing products. Price cuts or discounts often used by retail stores to attract consumers to buy products which is offered. These price cuts can reduce price perceptions in the eyes of consumers, so that it can influence purchasing decisions. Price discount strategy (Discount) is a strategy that can be used as a means to influence consumer purchasing decisions and is also expected to have a positive impact on the company. According to (Daulay and Putri, 2018) a consumer decision is an action consumers do to buy a product. Before making a decision purchase, consumers first go through several stages to arrive at a decision Buying is a step-by-step process that consumers use when buying goods or services. Alya Griya Busana Store is one of the stores that operates and focuses on selling clothing with a wide selection of products to fulfill consumer needs. The Alya Griya Busana store offers a wide variety product. The products offered range from robes, t-shirts, children's and people's clothes adults, school uniforms, hijab, hijab accessories, sandals, shoes and so on. Shop Alya Griya Busana also implements a discount strategy in several areas products offered. With a price discount, it makes more consumers interested in purchasing the products offered. Discounts can be used one of the reasons for purchasing decisions. Based on the background description above, So the author is interested in conducting research with the title "The Effect of Product Variations And price discounts on purchasing decisions at the Alya Griya Busana Store."

RESEARCH METHODS

This research uses a quantitative research approach. Research approach Quantitative analysis is carried out to determine the influence of independent variables on attachment variables. Research carried out using this type is usually carried out for researching a sample population and in testing hypotheses that have

been determined through survey in the form of distributing questionnaires (Sugiyono, 2019).

According to Sugiyono (2019), population is a generalized area consisting of: an object or subject that has certain specified quantities and characteristics by researchers to study and then draw conclusions. Population in This research refers to the entire individual or object that is the focus of the study. Population is an important element in research because the results obtained will be It really depends on the characteristics and size of the population studied. So, population in this research are all consumers who have shopped at the Alya Griya Store Unknown quantity of clothing.

According to Sugiyono (2018), the sample is part of the population that has certain quantities and characteristics. When populations are large, researchers often could not research everything due to limited funds, energy and time. Therefore Therefore, researchers can take samples from the population. Sampling technique applied in this research is Non-Probability Sampling. In more Specifically, the type of Non-Probability Sampling used is Accidental Sampling. Sugiyono (2018) explains that Accidental Sampling is a determination method samples based on chance, where anyone who accidentally meets with researchers can be used as samples, as long as the individuals are deemed suitable as data source. In this study, the population size is not known with certainty and changes, so determining the sample size in this study uses a formula Cochran (Sugiyono, 2019), namely by obtaining results from 100 respondents.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents of this research are consumers who make purchases in stores Alya Griya Busana. This research was conducted using a questionnaire (google form). The statements contained in this questionnaire are divided into two parts, namely a statement regarding the respondent's identity and a statement regarding the two variables namely independent and dependent. As for the classification of respondents' characteristics in this research is gender and age.

1. Gender
Characteristics based on gender show that there are 80 respondents were female and 20 respondents were male.
2. Age
Characteristics of respondents based on various ages, respondents aged less than 17 years old amounted to 8 respondents, respondents aged 17-25 years old totaled 57 respondents, respondents aged 26-35 years totaling 22 respondents, respondents aged over 35 years totaling 13 respondents. In this study, the age of the most respondents Dominating are those aged 17 to 25 years with 57 respondents out of 100 respondents. Based on the results above, respondents aged 17 to 25 years the maximum was 57 respondents.

Results of Multiple Linear Regression Analysis

Table 1. Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.645	1.849		-.890	.376
VARIASI PRODUK	.687	.077	.598	8.877	.000
POTONGAN HARGA	.479	.092	.352	5.228	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on Table 3 above, a linear equation can be created as follows:

$$Y = -1.645 + 0,687X_1 + 0,479X_2$$

Information:

Y = Dependent Variable (Purchase Decision)

X₁ = Independent variable (Product Variation)

X₂ = Independent variable (Price Discount)

From the equation above it can be seen that:

1. The constant value is -1.645 which indicates that if the variable Product variations and price discounts assuming they are fixed or constant, then the Purchase Decision is predicted to be a decrease of -1,645.
2. The Product Variation coefficient value (X₁) is 0.687 which indicates that if the Product Variety increases by one unit, then the Purchase Decision It is predicted that there will be an increase of 0.687 with variable assumptions other independent ones are permanent.

3. The price discount coefficient (X2) is 0.479 which indicates that if the Price Discount increases by one unit, then Decision Purchases are predicted to increase by 0.479 with assumptions other independent variables are fixed.

Results of T Test (Partial)

Table 2. Results of T Test (Partial)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.645	1.849		-.890	.376
VARIASI PRODUK	.687	.077	.598	8.877	.000
POTONGAN HARGA	.479	.092	.352	5.228	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on Table 2 above, the Sig value for the product variation variable (X1) is the purchasing decision variable (Y) is $0.000 < 0.05$. So you can it is concluded that H01 is rejected and Ha1 is accepted. This means that there is the influence of variation product on purchasing decisions partially. Sig value for the chunk variable price (X2) on the purchasing decision variable (Y) is $0.000 < 0.05$. So it can be concluded that H02 is rejected and Ha2 is accepted. This means there is The influence of price discounts on partial purchasing decisions.

Result of F Test (Simultan)

Table 3. Result of F Test (Simultan)

ANOVA ^b					
Model		Sum of Squares	df	Mean Square	F
1 Regression		1629.227	2	814.614	167.975
Residual		470.413	97	4.850	
Total		2099.640	99		

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

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS output, processed by researchers in 2025

Based on Table 3 above, it is known that the Sig value is $0.000 < 0.05$. So it can be concluded that H03 is rejected and Ha3 is accepted. This means product variety (X1) and price discounts (X2) simultaneously have a significant effect on purchasing decision (Y).

Result of Coefficient Determination R2 Test

Table 4. Result of Coefficient Determination R2 Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.776	.771	2.202

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

Source: SPSS output, processed by researchers in 2025

Based on Table 4 above, it can be seen that there are variations in products and cuts price simultaneously influences purchasing decisions by 77.6% while the remaining 22.4% is influenced by other variables not included in this research.

The Influence of Product Variations on Purchasing Decisions

The research results show that product variations have a significant effect on purchasing decisions at the Alya Griya Busana Store. Product variations various and many choices available such as clothes, trousers, robes, shoes, sandals, hijabs and hijab accessories with various prices, colors, models and sizes ranging from children, teenagers to the elderly, able to fulfill various tastes consumer. Based on research results, as many as 80% are female and 20% are male, so it can be said that the respondents are female This has greater interest than male respondents regarding the products offered by the Alya Griya Busana Store. In In this study, the majority of respondents were aged 17-25 years, which is the active age likes shopping for clothes. Moreover, currently there is a trend regarding the outfits used so as not to be left behind by the times. Therefore, it causes teenage consumers often buy clothes and prefer shopping places has a wide variety of products. Based on these results, this research supported by research from Farah Saufika Oktaviana (2021) which revealed that product variety has a significant influence on purchasing decisions.

The Effect of Price Discounts on Purchasing Decisions

The research results show that price cuts have a significant effect on purchasing decisions at the Alya Griya Busana Store. As is Discounts can be given for several types of products offered encourage consumers to make purchasing decisions. Additionally, deductions prices can help attract new customers, increase sales, and strengthen relationships with existing customers. Results of this research shows that the Alya Griya Store is giving more and more discounts Clothing, the greater the purchasing decisions that can be made. It means Price discounts are one

of the supporting factors that can increase buying decision. Providing discounts will create a feeling of desire buy products and increase consideration in making purchases. This condition is in accordance with research findings from Firmansyah and Sari Nalurita (2022) which revealed that price cuts had a significant influence on buying decision.

The Influence of Product Variations and Price Discounts on Purchasing Decisions

The research results show that both product variations and price discounts has a significant influence on purchasing decisions at the Alya Griya Store Fashion. Diverse product variations are an important factor for consumers make a purchase. By offering products that vary from price, size, model and so on are able to meet the needs according to that desired by consumers. Apart from that, price discounts are also a driving factor in consumer purchasing decisions. With a discount is one of the main reasons consumers buy a product. Consumer Those who initially didn't plan to buy the product were actually tempted to make the purchase because of the discount. So product variations and price cuts are both mutually exclusive provide an attraction for consumers to make purchases. this condition in accordance with research findings from Husin, Hayanuddin Safri and M. Ali Ihsan (2025) which shows that both product variations and price cuts are significant influence purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of the statistical analysis carried out in this research, several

Conclusions can be drawn regarding the influence of product variations and price cuts regarding purchasing decisions at the Alya Griya Busana Store:

1. The test results in this research show the influence of product variation variables on purchasing decisions. This is proven by the significance value of the variation product of $0.000 < 0.05$ with a regression coefficient of

0.687 which means There is a significant influence between product variations on decisions partial purchase.

2. The test results in this study also show the influence of the discount variable price on purchasing decisions. This is proven by the significance value discount of $0.000 < 0.05$ with a significant regression coefficient of 0.479 There is a significant influence between price discounts on decisions partial purchase.
3. The results of the F test in this study indicate that there is an influence of variables product variations and price discounts on purchasing decisions. This matter proven by a significance value of $0.000 < 0.05$. So it can be concluded The product variation variables (X1) and price discounts (X2) simultaneously have an effect on purchasing decisions.

Recommendations

Based on the research results, the author will provide suggestions for overcoming and reduce the weaknesses that occur, namely as follows:

1. For further research, it is recommended to expand the research sample by covering more clothing or clothing stores in various places and recommended in addition to product variations and price discounts, Future researchers can add other variables that might have an influence on purchasing decisions, such as service quality, price, promotions, and customer satisfaction. The addition of this variable can provide insight more in depth about various aspects that influence consumer behavior.
2. For future researchers, besides using a quantitative approach, it is recommended also to use other approaches such as qualitative research with conduct in-depth interviews.
3. For Companies or business actors are advised to continue to innovate in the variety of products offered. Provides various choices in terms of model, color, size and price. Apart from that, you also have to set a strategy Discounts for several products are offered so you can continue to get them increase consumer satisfaction and buying interest.

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