

# The Influence of Price and Product Variety on Purchase Decisions at Kopi Kenangan Dharmahusada Branch, Surabaya

Sabina Kahla Syahrani<sup>1</sup>, Liling Listyawati<sup>2</sup>, Galuh Ajeng Ayuningtiyas<sup>3</sup>

<sup>1,2,3</sup>Business Administration Study Program, Faculty of Administrative Sciences  
Universitas Dr. Soetomo Surabaya, Indonesia

## Abstract

This research aims to determine the effect of price and product variety on purchasing decisions at Kopi Kenangan, Dharmahusada Branch, Surabaya. Using a quantitative approach, this research involved 96 respondents selected using a simple random sampling technique. Data was collected through questionnaires, and analyzed using instrument tests, classical assumption tests, multiple linear regression, F test, t test, and coefficient of determination. The results show that the price variable has a significant positive effect on purchasing decisions, with a calculated t-value  $>$  t-table ( $6.303 > 1.661$ ) and significance  $0.000 < 0.05$ . Product variations also have a positive influence with a t-count value  $>$  t-table ( $5.065 > 1.661$ ) and a significance of  $0.000 < 0.05$ . The F test shows that price and product variety simultaneously influence purchasing decisions (F-count  $183.741 >$  F-table  $3.090$ , significance  $0.000 < 0.05$ ). The coefficient of determination shows the influence of price variables and product variations of 79.4% on purchasing decisions, and the remainder influenced by other variables outside this research.

Keywords: Price, Product Variations, Purchasing Decisions

## Introduction

Business is a form of activity carried out by a company, group, or individual that creates goods and services for consumers to obtain profit through transactions. Basically, companies have the goal of maintaining and developing their business. Each company has its own way of maintaining and developing its business by creating innovations and producing new products that become the choice of consumers in fulfilling their desires. One of the businesses that is currently trending and highly popular among Gen Z is the coffee shop business. In the city of Surabaya, there are many coffee shops with well-known brands, one of which is Kopi Kenangan.

Quoted from the website [kopikenangan.com](http://kopikenangan.com), Kopi Kenangan is one of the coffee shop brands that has experienced rapid growth in Indonesia. Established in 2017, the first coffee shop is located in the Kuningan area. On the first day of the coffee shop's opening, it successfully sold 700 cups of coffee. Until now, Kopi Kenangan has had 868 coffee shops located in 60 cities as of August 2024. Kopi Kenangan has become a serious competitor for companies of this type that have dominated the market for years. This is proven by winning the Brand of the Year award in the retailer category at the prestigious World Branding Awards. ([brandingforum.org](http://brandingforum.org)).

Table 1. Brand Of The Year award winners in the coffee retailer category by the World Branding Awards

Year	Brand
2021-2022	Kopi Kenangan
2023-2024	Janji Jiwa

Source: [brandingforum.org](http://brandingforum.org) (2024)

In 2023, that position was taken over by Janji Jiwa as the recipient of the brand of the year award in the coffee retailer category. This marks a prestigious achievement that solidifies their position as the leading

local coffee brand in Indonesia, replacing Kopi Kenangan from the previous year. This award is given after the results of a survey and participation from consumers. Therefore, it is interesting to conduct further research on what reasons consumers have in making purchasing decisions that cause shifts in the positions in the above data.

According to Kotler & Keller, (2016:179) Stating consumer purchase decisions is part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. According to Djafar *et al.* (2023) Purchase decisions are a consumer behavior to determine a decision-making process in buying a product. According to Dewanti, 2023 The purchase decision is a consumer action that considers various specific factors and makes a purchase to obtain a product believed to provide benefits and satisfaction. The consumer decision-making process regarding the purchase of a product or service begins with the knowledge that a desire or need must be fulfilled. As for the indicators of the Purchasing Decision according to (Kotler & Armstrong, 2019) as follows: product choice, brand choice, purchase time, distributor choice, purchase quantity. There are several factors that can influence consumers in deciding to purchase a product, one of which is the price.

According to Kotler & Armstrong, (2019:278) Price is the amount of money that must be paid to obtain a product or service, or the amount of value exchanged for the benefit of owning or using that product or service. According to D. S. Lestari *et al.* (2023) Price is the value of an exchange or transaction expressed in rupiah, which is the amount that consumers must pay to purchase a good or service. The influence of price on purchasing decisions is very important because the set price level can be a determining factor in the demand for a product. Price is an important factor in marketing strategy because it determines the profitability and sustainability of a company. According to Ubat Ati *et al.* (2020) Price is the value of a product that influences the producer's decision. Price is also an important factor for consumers in the purchasing process, so it needs to be carefully considered. As for the price indicators according to Kotler & Armstrong, (2019:345) as follows: price affordability, price suitability with quality, price suitability with benefits. The prices set by Kopi Kenangan Dharmahusada vary greatly, and some consumers find them relatively affordable, while others consider them relatively expensive. These consumers decide not to purchase because the offered prices do not meet their expectations. They also always compare them with other coffee shops that have lower prices, making this a determining factor for consumers in their purchasing decisions. Here is a price comparison set by Kopi Kenangan with similar competitors, among others:

Table 2. Comparison of Kenangan Coffee Prices with Similar Competitors

Product	The price offered	
	Kopi Kenangan	Janji jiwa
Kopi aren	Rp. 19.000	Rp.18.000
Coffe latte	Rp. 22.000	Rp. 18.000
Americano	Rp. 15.000	Rp. 15.000
Matcha latte	Rp. 24.000	Rp. 25.000
Ice chocolate	Rp. 26.000	Rp. 18.000

Source: data processed by the researcher based on the menu list at Kopi Kenangan and Janji Jiwa in 2024

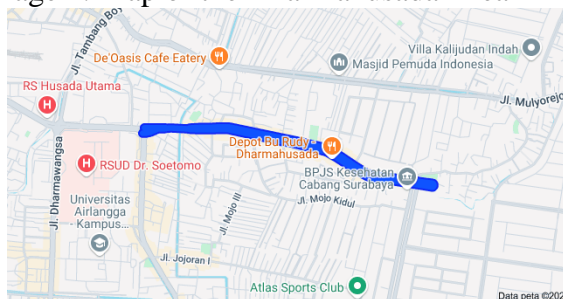
Based on the price comparison data in the table above, it can be concluded that the initial price range offered by Kopi Kenangan and Janji Jiwa has its own distinct characteristics. The prices offered by Kopi Kenangan tend to be higher than those of Janji Jiwa. Therefore, price becomes the main consideration for consumers. Although the prices at Kopi Kenangan are higher than those of its competitors, Kopi Kenangan often offers discounts and bundling packages, which can encourage consumers to maintain their purchasing decisions at Kopi Kenangan.

Additionally, in making purchasing decisions, there are other factors that consumers consider when choosing a product, such as product variety. In the case of food and beverages, variety has a significant impact on increasing purchasing decisions. Therefore, food and beverage companies must continuously

innovate to enhance the variety of products offered and stimulate purchasing decisions (Lestari & Novitaningtyas, 2021). According to Tjiptono & Chandra, (2016:192) Product variation can be seen in terms of type, brand, and price, which aim to create value for consumers. According to Saputra *et al.* (2023), product variation is a collection of several products or items offered by sellers to potential consumers. The indicators of product variation according to Indrasari, (2019:32) variation in product completeness, variation in product size, variation in product quality. The variety of products offered by producers or companies becomes an attraction for consumers to make purchasing decisions. Consumers tend to choose places that offer a wide range of varied and complete products, so they will feel satisfied and make purchases of Kopi Kenangan Dharmahusada products without needing to buy similar products elsewhere. This shows that product variation can enhance consumer purchasing decisions. However, it is often found that the product variations offered by Kopi Kenangan Dharmahusada are not ready-to-serve, so when consumers want to buy a certain product but the chosen product is unavailable, it leads consumers to switch to buying other products or even deciding not to purchase Kopi Kenangan Dharmahusada products because they cannot meet consumer needs and desires.

Kopi Kenangan Dharmahusada Branch in Surabaya became the research location because Dharmahusada is a commercial area. This area is surrounded by many residential, office, school, and university buildings, making it a strategic location for FnB businesses with high purchasing power consumers.

Image 1. Map of the Dharmahusada Area



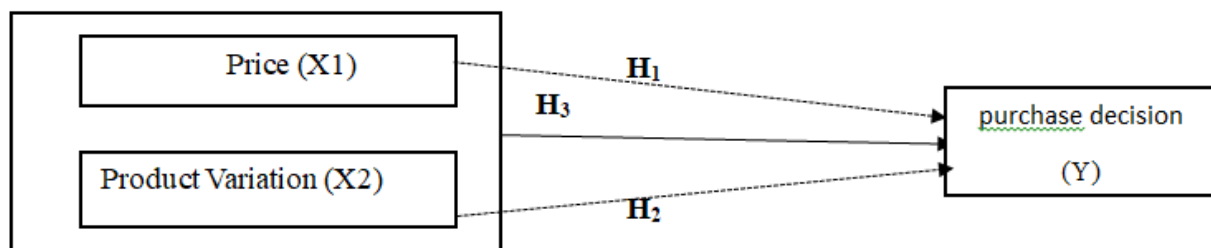
Source : google maps in 2024

Based on the background outlined above, the purpose of the research to be conducted is to determine the extent of the influence of price and product variation on purchasing decisions at Kopi Kenangan Dharmahusada Branch. Therefore, the researcher proposes the title "The Influence of Price and Product Variation on Purchasing Decisions at Kopi Kenangan Dharmahusada Branch Surabaya."

### Framework of Thought

The conceptual framework developed by the researcher can assist the researcher in outlining the stages of the research. Additionally, the conceptual framework will explain the core intended by the researcher. The development of the framework will also be useful for the researcher in data presentation.

Image 2. Research framework



Information:

- .....➔ : the partial effect of variables  $X_1$  and  $X_2$  on  $Y$
- ➔ : the simultaneous effect of variables  $X_1$  and  $X_2$  on  $Y$

## Hypothesis

A hypothesis is a temporary conjecture statement to explain the relationship between two or more variables in research. Then it was tested through data analysis and proved that the assumption was correct. The hypothesis in this research is as follows:

H1: It is suspected that there is a significant influence of the "price" variable on the purchasing decision of Kopi Kenangan Dharmahusada Branch in Surabaya.

H1: It is suspected that there is a significant influence of the "product variation variable" on the purchasing decision of Kopi Kenangan Dharmahusada Branch in Surabaya.

H2: It is suspected that there is a significant influence of the "price" and "product variation" variables simultaneously on the purchasing decision of Kopi Kenangan Dharmahusada Branch in Surabaya.

## Methodology

### Type of research

Based on its type, this research uses a quantitative research method by examining the relationship between variables that are causal or cause-and-effect in nature.

### Definisi Operasional Variabel

#### a. Price (X1)

Price indicators are as follows:

1. Price affordability: the price set by Kopi Kenangan is affordable for consumers.
2. Price suitability with product quality: the price offered by Kopi Kenangan is in accordance with the quality received by consumers.
3. Price suitability with benefits: the price set by Kopi Kenangan is in accordance with the benefits obtained.

#### b. Product Variation (X2)

Product variation indicators are as follows:

1. Variation in product completeness: consumers purchase Kopi Kenangan products by considering the completeness of the available products.
2. Variation in product size: consumers purchase Kopi Kenangan products by considering the variation in product sizes presented and the diversity of Kopi Kenangan products.
3. Variation in product quality: consumers purchase and choose Kopi Kenangan products by considering the general quality of related items such as freshness, labels, and so on.

#### c. Keputusan Pembelian (Y)

Purchase decision indicators are as follows:

1. Product choice: consumers decide to purchase based on the number of product choices available at Kopi Kenangan.
2. Brand choice: consumers decide to purchase Kopi Kenangan products based on the brand choices available at Kopi Kenangan.
3. Purchase time: consumers decide to buy products based on the convenience of the purchase time. Like buying in the morning or evening, weekday or weekend.
4. Choice of service: good service creates comfort for consumers.
5. Quantity of purchase: consumers decide to buy Kopi Kenangan products based on how many products they need

## Research Location

The research location is an object of research placed at the research location. This research was conducted in the city of Surabaya, specifically at Kopi Kenangan Dharmahusada Branch, located at Jalan Dharmahusada No. 72-58, Gubeng District, Surabaya, East Java.

## Population and Sample

The population in this study is consumers who purchase Kopi Kenangan Dharmahusada products. The sampling technique in this research uses the Probability Sampling method with the type of simple random sampling. Simple random sampling is the selection of sample members from a population conducted randomly without considering the strata within that population. In calculating the sample for a population that is not known, the Cochran formula can be used as follows:

$$n = \frac{z^2 pq}{e^2}$$

Explanation:

n : the required sample size

Z : Confidence level 5% = 1,96

e : Sampling error (10%)

p : Probability of success = (0.5)

q : Probability of failure = (0.5)

Using the formula above, the calculation is as follows:

$$\begin{aligned} n &= \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} \\ n &= \frac{3,8416 \cdot 0,25}{0,01} \\ n &= \frac{0,9604}{0,01} = 96,04 \end{aligned}$$

Based on the Cochran formula above, the result and sample size in this study is 96.04 respondents. However, during the distribution of questionnaires in the field, the author used a research sample of 96 respondents at Kopi Kenangan branch Dharmahusada Surabaya.

### Sources and Techniques of Data Collection

The data source used in this research is a primary data source, as the researcher collected the necessary data directly from the research materials through a distributed questionnaire. The data collection technique in this research is through the use of questionnaires, which is the collection of data by providing a set of written questions to respondents to be answered electronically via Google Forms..

### Data Analysis Techniques

The data analysis techniques used in this research are instrument testing, multiple linear regression testing, classical assumption testing, and hypothesis testing.

#### Instrument Test

##### a. Validity Test

The validity test is to examine the validity of the research instrument that has been distributed. The technique that will be used is the correlation technique through the product-moment correlation coefficient. The Pearson correlation formula, also known as the product-moment correlation, has the testing criteria that if  $r_{hitung} > r_{table}$  at a significance level of 0.005, then the items in the questionnaire are considered valid. Conversely, if  $r_{hitung} > r_{table}$  at a significance level of 0.05, it can be concluded that the items in the questionnaire are not valid.

##### b. Reliability Test

The reliability test is used to determine whether the data collection tool in question shows a level of precision, accuracy, stability, or consistency in revealing certain phenomena from a group of individuals, even when conducted at different times. The tool used to measure reliability is Cronbach's Alpha. For this testing, the researcher also uses a threshold value of 0.6, so an instrument is considered reliable if the Cronbach's Alpha value is  $\geq 0.6$ , and conversely, if the Cronbach's Alpha value is  $< 0.6$ , then the instrument is not reliable.

### Classic Assumption Test

The classic assumption test is used to examine the feasibility of the multiple regression model being used. According to Ghazali, 2016:103 Classical testing on research data is conducted using several classical assumption tests, namely: normality test, heteroscedasticity test, and multicollinearity test.

#### Normality test



According to Ghozali, 2016:154 The normality test is used to determine whether the regression model has a normal distribution or not. The normality assumption is a very important requirement for testing the significance of regression coefficients. A good regression model is a regression model that has a normal distribution or approximates normality, making it suitable for statistical testing.

**a. Heteroscedasticity Test**

According to Ghozali, 2016:134 The heteroscedasticity test aims to examine whether in the regression model there is equality of variance of residuals from one observation to another. A good regression model is one that is homoscedastic or does not exhibit heteroscedasticity.

**b. Multicollinearity Test**

The multicollinearity test aims to determine whether the regression model shows any correlation among the independent variables. A good regression model should not have correlation among the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values among each other are equal to zero. (0). The testing criteria for the multicollinearity test, a Tolerance value  $\leq 0.10$  or a VIF value  $\geq 10$  indicates the presence of multicollinearity among independent variables in the regression model (Ghozali, 2016:104).

**Multiple Linear Regression Analysis**

According to Sugiyono 2016:192 multiple linear regression analysis is a regression that has one dependent variable (dependent) and two or more independent variables (free).

**Hypothesis Testing**

**a. F Test (Simultaneous Test)**

The F test in this research aims to determine the effect of independent variables on the dependent variable. According to Ghozali, 2016 :96 The F-test essentially shows whether all the independent variables simultaneously have an effect on the dependent variable. The calculation of the F distribution test with k numerator degrees of freedom and (n-k) denominator degrees of freedom is as follows:

- If  $F_{\text{calculated}} > F_{\text{table}}$  and significance level  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted.
- If  $F_{\text{calculated}} < F_{\text{table}}$  and significance level  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected.

**b. t-test (Partial Test)**

The test conducted is a parameter test using the t-statistic test. The t-test is used to show how significant the influence of an independent variable is individually on the dependent variable (Ghozali, 2016:97). The results of the hypothesis testing are compared with the critical table value, with the following conclusions:

- If  $t_{\text{calculated}} > t_{\text{table}}$  and the significance level  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means there is a positive and significant effect.
- If  $t_{\text{calculated}} < t_{\text{table}}$  and the significance level  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. This means there is no positive and significant effect.

**Simultaneous Determination Coefficient Test ( $R^2$ )**

According to Ghozali, 2016:95 coefficient determination ( $R^2$ ) Essentially, it can measure how well the model can explain the variation of the dependent variable. The coefficient of determination value is between zero and one. A small  $R^2$  value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. And conversely, a value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. The larger the coefficient of determination for the regression model, the better the model obtained will be.

**Research Results**

**Instrument Test**

**Validity Test**

The condition for a hypothesis item to be considered valid is if the calculated r value is greater than the table r value. The results of the validity test can be presented in the table below with  $n=96$ , resulting in  $df$  equal to  $96-2 = 94$  and  $\alpha = 5\%$ , thus the table value r is equal to 0.1689.

Table 3. Validity Test Results

Variable	Question Item	R-Calculation	R- table	Information
Price (X1)	X1.1.1	0,734	0,168	<b>Valid</b>
	X1.1.2	0790	0,168	<b>Valid</b>
	X1.2.1	0,803	0,168	<b>Valid</b>
	X1.2.2	0,767	0,168	<b>Valid</b>
	X.1.3.1	0,788	0,168	<b>Valid</b>
	X.1.3.2	0,709	0,168	<b>Valid</b>
Product Variation (X2)	X2.1.1	0,811	0,168	<b>Valid</b>
	X2.1.2	0,779	0,168	<b>Valid</b>
	X2.2.1	0,815	0,168	<b>Valid</b>
	X.2.2.2	0,784	0,168	<b>Valid</b>
	X.2.3.1	0,804	0,168	<b>Valid</b>
Purchase Decision (Y)	X.2.3.2	0,872	0,168	<b>Valid</b>
	Y1.1.	0,842	0,168	<b>Valid</b>
	Y1.2	0,813	0,168	<b>Valid</b>
	Y1.3	0,821	0,168	<b>Valid</b>
	Y1.4	0,755	0,168	<b>Valid</b>
	Y1.5	0,857	0,168	<b>Valid</b>
	Y1.6	0,782	0,168	<b>Valid</b>
	Y1.7	0,814	0,168	<b>Valid</b>
	Y1.8	0,827	0,168	<b>Valid</b>
	Y1.9	0,815	0,168	<b>Valid</b>
Y1.10	0,845	0,168	<b>Valid</b>	

Source: SPSS Data Processing Output Results 2024 (processed by researchers)

From the validity test results in Table 3 above, all questionnaire items measuring the variables of price, product variety, and purchase decisions have their calculated r values exceeding the established table r value, thus they are considered valid.

### Reliability test

The reliability test aims to measure the level of consistency of respondents in answering over time. In this study, using the SPSS application, a variable is considered reliable if its Cronbach's Alpha value is more than 0.60. In this study, the reliability test uses the SPSS software.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Information
Price (X1)	0,859	<b>Reliabel</b>
Product Variation (X2)	0,895	<b>Reliabel</b>
Purchase Decision (Y)	0,944	<b>Reliabel</b>

Source: SPSS Data Processing Output Results 2024 (processed by researchers)

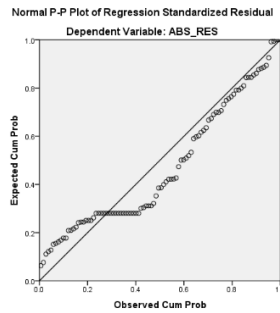
Based on the results of the reliability test above, all variables show an adequate level of reliability because the overall Cronbach's Alpha value is  $>0.60$ . Therefore, it can be concluded that the responses given by the respondents are consistent.

### Classic Assumption Test

#### Normality Test

The following is the result of the normality test using statistical analysis in the table below:

Image 3. Results of the Normality Test



Source: SPSS Data Processing Results 2024

Based on the image above and supported by the results of the normality test using the Kolmogorov-Smirnov method, the p-value is 0.113, which is greater than the significance level of 0.05. This means that the assumption of normality is fulfilled.

### Multicollinearity Test

The following is the result of the multicollinearity test.

Table 6. Results of the Multicollinearity Test

Collinearity Statistics		
Model	Tolerance	VIF
Price (X1)	0,324	3.115
Product Variation (X2)	0,324	3.115

Source: SPSS Data Processing Output Results 2024 (processed by researchers)

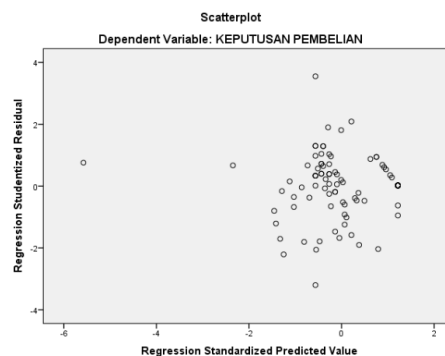
Based on the table above, the results are as follows:

1. The VIF value for the Price variable is  $3.115 < 10$ , and the Tolerance value is  $0.324 > 0.10$ , so the independent variable Price is stated not to have multicollinearity symptoms.
2. The VIF value for the Product Variation variable is  $3.115 < 10$ , and the Tolerance value is  $0.324 > 0.10$ , so the independent variable Product Variation is stated to not exhibit multicollinearity symptoms.

### Heteroskedasticity Test

The results of Heteroskedasticity Test can be seen in the following image:

Image 4. Results of the Heteroskedasticity Test



Source: SPSS Data Processing Results 2024

Based on the scatterplot graph above, the points are scattered both above and below the 0 mark on the Y-axis, and the data is randomly distributed. It can be concluded that there is no heteroscedasticity problem in the regression model, so the regression model is suitable for predicting purchasing decisions through independent variables of price and product variation.



## Multiple Linear Regression Test

The following is the result of the multiple linear regression analysis presented in the table below:

Table 7. Results of Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.959	2.493		-1.989	.050
	PRICE	1.032	.164	.518	6.303	.000
	PRODUCT VARIATION	.797	.157	.417	5.065	.000

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Data Processing Output Results for 2024

Based on the results of the multiple linear regression analysis in the table above, the regression model is as follows:

$$Y = -4.959 + (1.032) X1 + (0.797) X2$$

Based on the above-mentioned linear regression model, the following information was obtained:

The constant value is -4.959, which means that the Price variable (X1) and Product Variation (X2) do not increase or have a value of zero. Therefore, the Decision Making variable (Y) has a value of -4.959.

1. The regression coefficient value for the Price variable (X1) is 1.032, where this value is positive. It can be concluded that if the Price variable (X1) increases by 1 unit, the decision-making variable (Y) will increase by 1.032, assuming the Y variable remains constant.
2. The regression coefficient value for the Product Variation variable (X2) is 0.797, which is a positive value. Therefore, it can be concluded that if the Product Variation variable (X2) increases by 1 unit, the decision-making variable (Y) will increase by 0.797, assuming the Y variable remains constant.

### Test t

The t-test is used to determine whether the price variable and product variation partially have a significant effect on the purchasing decision. The t-value is 1.66140 from the calculation  $df=96-2-1(df=n-k-1)$ . The results of the hypothesis testing (t-test) can be seen in the table below:

Table 8. t-test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.959	2.493		-1.989	.050
	PRICE	1.032	.164	.518	6.303	.000
	PRODUCT VARIATION	.797	.157	.417	5.065	.000

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Data Processing Output Results for 2024

Based on the results of the t-test presented in the table above, the following information is obtained:

1. The t-test value (X1) is 6.303 with a significance level of 0.000. The calculated t-value > the table t-value ( $6.303 > 1.661$ ) with a significance level < 0.05 ( $0.000 < 0.05$ ). Thus, H0 is rejected and Ha is accepted, which means there is a significant positive partial effect of the Price variable (X1) on the purchasing decision. (Y).
2. The t-test for Product Variation (X2) is 5.065 with a significance level of 0.000. The calculated t-value > the table t-value ( $5.065 > 1.661$ ) with a significance level < 0.05 ( $0.000 < 0.05$ ). Therefore, H0 is rejected and Ha is accepted, which means there is a significant positive partial effect of the Product Variation variable (X2) on the purchasing decision. (Y).

## Test F

The F test is conducted to determine whether there is an influence between the price variable and product variation simultaneously on the purchasing decision. Divided by f table 3.090 from the calculation  $df(n1)=2$  ( $df(n1)=k$ ) and  $df(n2)=93$  ( $df(n2)=n-k-1$ ).

Table 9. F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3605.234	2	1802.617	183.741	.000 <sup>b</sup>
	Residual	912.391	93	9.811		
	Total	4517.625	95			
a. Dependent Variable: PURCHASE DECISION						
b. Predictors: (Constant), VARIATION OF PRODUCTS, PRICES						

Source: SPSS Data Processing Output Results for 2024

Based on the calculation results, the F calculated value is 183.741. The F table value obtained is 3.090. Therefore, the calculation result  $F_{\text{calculated}} > F_{\text{table}}$  ( $183.741 > 3.090$ ) with the obtained sig value ( $0.000 < 0.05$ ), it can be concluded that simultaneously (together) the Price variable (X1) and the Product Variation variable (X2) have a significant effect on the Purchase Decision. (Y).

## Coefficient of Determination (R<sup>2</sup>)

The following are the results of the coefficient of determination (R<sup>2</sup>) presented in the table below.

Table 10. Results of the Determination Coefficient R<sup>2</sup> Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 <sup>a</sup>	.798	.794	3.132
a. Predictors: (Constant), VARIATION OF PRODUCTS, PRICES				

Source: SPSS Data Processing Output Results for 2024

Based on the results of the coefficient of determination test above, the R<sup>2</sup> (Adjusted R Square) value from the regression model is used to determine how well the independent variable can explain the dependent variable. (depend). Based on the table above, it is known that the R<sup>2</sup> value is 0.794, which means that 79.4% of the variation in the dependent variable of Purchase Decision can be explained by the variation in the two independent variables, namely Price and Product Variation, while the remaining 20.6% is influenced by other variables outside this study.

## Conclusion

Based on the description of the research results and the discussion regarding Price and Product Variation on the Purchase Decision of Kopi Kenangan at the Dharmahusada Surabaya branch, the following conclusion can be drawn:

1. The effect of Price (X1) on Purchase Decision (Y) shows a significant positive partial effect of the price variable on the purchase decision. This is indicated by the t-count value being greater than the t-table value. The t-count value  $>$  t-table value ( $6.303 > 1.661$ ) with a significance level  $<$  0.05 ( $0.000 < 0.05$ ), which indicates that the price variable has a positive effect on the purchase decision. This supports previous research Kridaningsih, 2020. That the price variable significantly affects the purchasing decision.
2. The influence of Product Variation (X2) on Purchase Decision (Y) has a significant positive partial effect from the Product Variation variable on the Purchase Decision. The t-value  $>$  t-table ( $5.065 > 1.661$ ) with a significance level  $<$  0.05 ( $0.000 < 0.05$ ), which indicates that the variable Product

Variation has a positive effect on purchasing decisions, supports previous research. Kojongian *et al.* 2022. That the variable of product variation significantly affects the purchasing decision.

3. The simultaneous effect of Price (X1) and Product Variation (X2) on Purchase Decision (Y) shows that both Price and Product Variation have a significant impact on Purchase Decision. This is evidenced by the F-test results which show that the calculated F is greater than the table F value ( $183.741 > 3.090$ ) with a significance value below 0.05 ( $0.000 < 0.05$ ).
4. The result of the Determination Coefficient Test (R2) value (Adjusted R Square) of 0.794 indicates that 79.4% of the variation in purchasing decisions can be explained by the variables of Price and Product Variation, while the remaining 20.6% is explained by other factors not examined in this study.

## Suggestions

Based on the research results that have been conducted, in an effort to improve the Purchase Decision at the Dharmahusada Surabaya branch, the author recommends the following:

1. For the company, regarding the variable of product variation, the company should consider and enhance the availability of diverse products both in terms of design and size offered. A good product variation will improve product performance, providing consumers with the opportunity to choose from various alternatives that can be tailored to their needs and preferences. For the price variable, the company is expected to consider the price differences set so that customers can make purchases without considering the amount of money spent and without comparing it to competitors' prices.
2. It is recommended that future researchers explore the variables of purchasing decisions by including other elements/variables that can influence purchasing decisions. It is hoped that future researchers will produce better results and provide contributions to the company's thinking and considerations.

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