The Effect of Price, Product Variation, and Promotion on Purchase Decisions at Niky Cokelat Kediri

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Article Information		*Abstract (in English)*
Submission date	23 Desember 2024	*Research aim :*This study examines the influence of price, product variation, and promotion on purchases of UMKM Niky Cokelat Kediri.
Revised date	4 January 2025	*Design/Method/Approach :*This study uses causal quantitative descriptive research. Sampling was done purposively. This study involved 40 customers of UMKM Niky Cokelat Kediri. This study uses SPSS 25 to measure it.
Accepted date	4 February 2025	*Research Findings :*The t-test shows that price, product variety, and promotion partially affect purchasing decisions. The F-test shows that price, product variety, and promotion simultaneously affect purchasing decisions.

*Theoretical contribution/Originality :*UMKM Niky Cokelat Kediri must use methods such as competitive prices, a variety of goods according to needs, and attractive promotions such as discounts or loyalty programs so that its appeal is greater.

*Practitionel/Policy implications :*UMKM Niky Cokelat Kediri, is advised to continue to improve purchasing decisions on several factors such as price, by providing discounts and special offers. Product variation factors, by creating product variants and designs according to needs. And for the promotion factor by promoting through social media, such as using digital platforms.

*Research limitations:*This study shows that additional characteristics influence purchasing decisions, which can be used to improve future studies.

*Keywords :*price, product variety, promotions and purchasing decisions

1. Introduction

According to Law 20 of 2008, "Companies classified as MSMEs are small companies owned and managed by one person or a small group of people with a certain amount of wealth and income." This term includes MSMEs. [1]. Micro, Small, and Medium Enterprises (MSMEs) are very important for the Indonesian economy. The growth of MSMEs increases competition among micro, small, and medium enterprises.[2]. The 2023 Business Competition Index (IPU) graph shows the following:
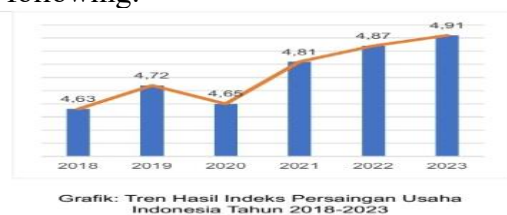

Figure 1. Graph of Business Competition Index in Indonesia in 2023
Source: Business Competition Supervisory Commission (KPPU)

Based on the data above, the business competition climate in Indonesia has increased quite significantly in 2023. This is in accordance with the results of the annual report of the

Business Competition Supervisory Commission (KPPU) which shows that the level of business competition in Indonesia in 2023 is considered to be at level 4.91. This level is the highest level when assessed in the last 6 years as seen in the graph. According to KPPU, this shows that national business competition is included in the category of business towards high. So to balance the existing business competition, the Government together with Kadin and Bank Indonesia have synergized to form an institution called Rumah Curasi. Rumah Curasi plays a role in managing MSME products or standardizing MSME products so that these products can then have good quality standards and can be a consumer decision to buy MSME products and can be marketed for export[3].

Consumer behavior involves selecting, purchasing, using, and disposing of goods, services, ideas, and experiences to satisfy needs and wants. The more products are sold, the more consumers can choose products that meet their needs.[4]. Price element, basically buyers always compare prices from one shop to another.[5]. The price of a product is the sum of all the buyer's payments.[6]. Product variety helps organizations meet client demands and desires.[7]. Companies should consider product variants to improve performance.[8]. Without diversity, products will lose competitiveness.[9]. Promotion, persuasion, invitation, encouragement, and persuasion are the third elements. Promotion provides information, attracts consumer attention, and communicates it effectively to boost sales.[10].

UMKM Niky Cokelat Kediri, located at Perum Wisma Asri II, Pesantren, Kec. Pesantren, Kediri City, has more than a thousand followers on its Instagram account. This UMKM is quite well-known among young people in Kediri City, there are various variations of chocolate shapes such as chocolate bars, chocolate with special shapes (hearts, stars, or other shapes according to the theme or event), for flavor variations there are dark chocolate, milk chocolate, or additional flavor variants such as nuts, fruit, or other flavor combinations, and variations in chocolate sizes, namely small chocolate which is usually made for everyday snacks, medium-sized chocolate is used for birthday gifts or certain events, and large chocolate which is usually used as an additional ingredient for making cakes or desserts, and the price is affordable, for its promotion, UMKM Niky Cokelat Kediri utilizes Instagram in particular, and has also participated in several certain events to promote its new products in Kediri City. The following is the sales report of UMKM Niky Cokelat Kediri:

Table 1. Niky Cokelat Kediri UMKM Sales Report 2025

Bulan	Jumlah Produk Terjual	Total Pendapatan (Rp)	Keterangan
Januari	1200 pcs	18.000.000	Harga promo awal tahun, variasi 3 rasa
Februari	950 pcs	15.200.000	Harga naik 10%, tanpa promo
Maret	1000 pcs	16.000.000	Promo bundling, respon konsumen meningkat

Source: UMKM Niky Cokelat Kediri

Table 1 shows that consumers are more responsive to appropriate prices, active advertising techniques, and a wide variety of products to influence purchasing decisions. After conducting observations and interviews, UMKM Niky Cokelat Kediri must overcome problems such as lack of product innovation that is monotonous or does not follow market

trends and developments, prices that are still the same as other UMKM that have the same products, and promotions that are still carried out within the city.

Investigation of the gap implies that this phenomenon is supported by[11]Price influences consumer purchases, but promotions don't, study finds[12]states that sales and product versions influence consumer decisions. A study by[13]states that price and product variety influence consumer purchases, a study by[14]stated that price does not affect consumer purchases, and a study by[15]stated that discounts and sales affect consumer preferences. The current research object and year of research are different from previous research, so researchers need to analyze how price, product diversity, and promotions affect purchasing decisions.

This title interests the author because of the research phenomenon and gaps in research, especially on how price, product variety, and promotion influence consumer purchasing decisions "The Influence of Price, Product Variety, and Promotion on Purchasing Decisions at UMKM Niky Cokelat Kediri"

1.1. Statement of Problem

Based on these problems, a research question is formulated as follows:
1. Does price influence consumer purchasing decisions at UMKM Niky Cokelat Kediri?
2. Does product variation influence consumer purchasing decisions at UMKM Niky Cokelat Kediri?
3. Does promotion influence consumer purchasing decisions at UMKM Niky Cokelat Kediri?
4. Do price, product variety, and promotion influence consumer purchasing decisions at UMKM Niky Cokelat Kediri?

1.2. Research Objectives

Based on the formulation of the problem, the objectives of this research are:
1. To determine and analyze the influence of price on consumer purchasing decisions at UMKM Niky Cokelat Kediri.
2. To determine and analyze the influence of product variations on consumer purchasing decisions at UMKM Niky Cokelat Kediri.
3. To determine and analyze the influence of promotion on consumer purchasing decisions at UMKM Niky Cokelat Kediri.
4. To determine and analyze the influence of price, product variation, and promotion on consumer purchasing decisions at UMKM Niky Cokelat Kediri.

2. Method

The research technique uses causality techniques, causal relationship techniques, so that it can be known which variables influence and which variables are influenced. The demographics that will be considered in this study are consumers who shop at UMKM Niky Cokelat Kediri. The sample strategy used in this study uses the purposive sampling method where the sampling technique has considerations that have been set for respondents.[16], meets the following standards:
a. Has been a customer of Niky Coklat Kediri products.
b. Independent or at least 17 years old.
c. Domiciled in Kediri or surrounding areas
d. Able to work alone to complete surveys and understand their contents.

Respondents will receive a Google form link.https://forms.gle/uTJ6HFD1EHwV9m6UA by researchers who were then guided to fill out all the questionnaires provided. Roscoe provides suggestions regarding sample size for the study as follows:

a. A reasonable sample size in his research was between 30 and 500.
b. If the sample is divided into several categories, the number of sample members for each category is at least 30.
c. If the research will conduct multivariate analysis (eg correlation or multiple regression), then the number of sample members is at least 10 times the number of variables studied. For example, there are 4 research variables (independent + dependent), then the number of sample members = 10 x 4 = 40.

Sampling is needed if the population taken is very large, and the researcher has limitations in reaching the entire population, then it is necessary to determine the number of samples using Roscoe's theory in the third point, namely using multivariate research, by adding up the variables, namely 3 independent variables and 1 dependent variable, so using 4 variables multiplied by 10 because according to multivariate research, the sample size should be 10 times the total number of variables used in the study, so the sample set is 40 respondents who bought at Niky Coklat Kediri UMKM.

In this study, the researcher used a structured questionnaire using the Likert Scale. The Likert Scale is used to measure the attitudes, opinions and perceptions of a person or group of people towards social phenomena. The measurement of validity and reliability that will be used in this study is by using the SPSS version 25 analysis tool.

Validity Test

SPSS 25 helps in calculating validity. Table 1 shows the SPSS Pearson product moment correlation coefficient data:

Table 2. Validity Test of Research Instruments

Variabel	Item	r_{hitung}	r_{tabel}	Keterangan
Keputusan Pembelian (Y)	1	0,701	0,312	Valid
	2	0,738	0,312	Valid
	3	0,707	0,312	Valid
	4	0,847	0,312	Valid
	5	0,790	0,312	Valid
	6	0,813	0,312	Valid
	7	0,891	0,312	Valid
	8	0,732	0,312	Valid
Harga (X₁)	1	0,829	0,312	Valid
	2	0,767	0,312	Valid
	3	0,826	0,312	Valid
	4	0,786	0,312	Valid
	5	0,680	0,312	Valid
	6	0,730	0,312	Valid
	7	0,601	0,312	Valid
	8	0,615	0,312	Valid
	9	0,826	0,312	Valid
	10	0,786	0,312	Valid
Variasi Produk (X₂)	1	0,826	0,312	Valid
	2	0,813	0,312	Valid
	3	0,831	0,312	Valid
	4	0,857	0,312	Valid
	5	0,876	0,312	Valid
	6	0,757	0,312	Valid
Promosi (X₃)	1	0,777	0,312	Valid
	2	0,786	0,312	Valid
	3	0,854	0,312	Valid
	4	0,726	0,312	Valid
	5	0,791	0,312	Valid
	6	0,828	0,312	Valid

Source: processed data, 2024

Table 2 shows good instrument validity. All statement items above exceed r-table in r-calculation. Thus, all statements of the research instrument are valid..

Reliability Test

The calculations were carried out using SPSS 25. The results of the calculation of the dependability of the research instrument are shown in Table 2:

Table 3.Reliability of Research Instruments

Variabel	Cronbach's Alpha	Alpha Kritis	Keterangan
Keputusan Pembelian (Y)	0,903	0,6	Reliabel
Harga (X₁)	0,909	0,6	Reliabel
Variasi Produk (X₂)	0,904	0,6	Reliabel
Promosi (X₃)	0,879	0,6	Reliabel

Source: processed data, 2024

Table 3 shows that all variables are reliable if Cronbach's Alpha is greater than 0.6.

Data analysis methods include multiple linear regression, determining R2, hypothesis testing (t-test and F-test), and classical assumptions (Multicollinearity Test, Heteroscedasticity Test).

3. Results and Discussion / Results and Discussion
Data analysis
Classical Assumption Test
  a. Normality Test
      Based on the normality test using the SPSS program, the following image was obtained:

Normal P-P Plot of Regression Standardized Residual
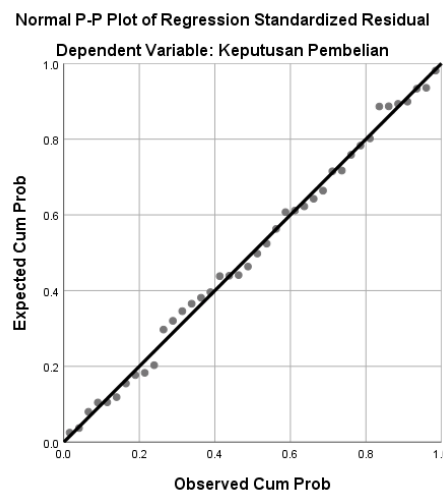Dependent Variable: Keputusan Pembelian

Figure 2. Normality Test Results
Source: SPSS version 25 output

Figure 2 shows that the data is distributed around and follows the diagonal line, this is evidence that the regression product meets the assumption of normality, this is because the data includes respondents' responses regarding price, product variation, promotions, and purchasing decisions, all of which are distributed between the diagonal lines.
  b. Multicollinearity Test
      The following are the values obtained from the research results analyzed using SPSS:

Table 3. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga	.446	3.586
	Variasi Produk	.613	2.122
	Promosi	.477	3.234

a. Dependent Variable: Keputusan Pembelian

Source: SPSS version 25 output

Table 3 shows no multicollinearity or perfect correlation between independent variables in the regression findings. To avoid multicollinearity, the VIF values of price, product variety, and promotion must be less than 10 and the tolerance value must be greater than 0.1.

c. Heteroscedasticity Test

The following figure is produced as a result of the classical assumption test conducted in SPSS:
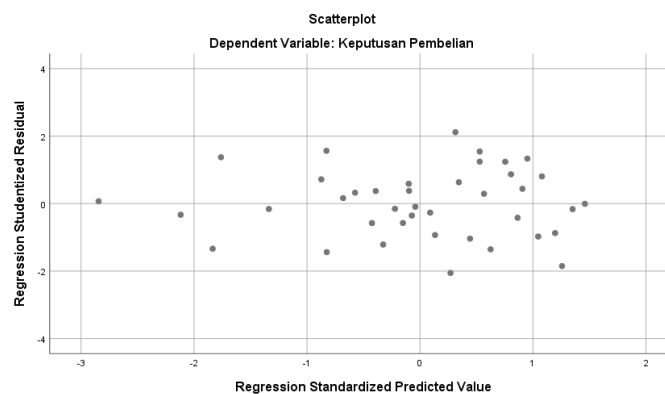

Figure 3. Heteroscedasticity Test
Source: SPSS version 25 output

Figure 3 does not show a pattern and points that are evenly distributed above and below the Y-axis value of 0, so there is no heteroscedasticity. The standard deviation or variation of purchasing decision data can differ between respondents' answers about price, product variation, and promotion.

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Information

Y = purchasing decision variables

X1 = price variable

X2 = product variation variable

X3 = promotion variable

b1,b2,b3 = Regression coefficient

e   = error

Research hypothesis testing uses a number of linear regression equations and classical assumption tests to assess whether the independent variable (X) sufficiently influences the dependent variable (Y).

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis can be seen in the following table:

Table 4. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.348	3.274	
	Harga	.311	.210	.347
	Variasi Produk	.437	.243	.218
	Promosi	.656	.385	.222

a. Dependent Variable: Keputusan Pembelian

Source: SPSS version 25 output

Based on the calculation results in table 4, the regression equation is arranged as follows:

Y = 1.348 + 0.311 X1 + 0.437 X2 + 0.656 X3

a. Assuming there is no influence from price (X1), product variation (X2), and promotion (X3), then the purchasing decision is 1.348.

b. b1 = 0.311: price (X1) increases by 1 unit and product variation (X2) and promotion (X3) remain the same, so purchasing decisions increase by 0.311 units.

c. b2 = 0.473: if product variation (X2) increases by 1 unit, price (X1) and promotion (X3) remain the same, then purchasing decisions will increase by 0.437 units.

d. b3 = 0.656: if promotion (X3) increases by 1 unit, price (X1) and product variety (X2) remain the same, then purchasing decisions will increase by 0.656 units.

Coefficient of Determination

The coefficient of determination measures how one variable affects another variable. In table 5, the adjusted R-squared value defines the coefficient of determination:

Table 5.Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.704[a]	.675	.617

a. Predictors: (Constant), Promosi, Variasi Produk, Harga

b. Dependent Variable: Keputusan Pembelian

Source: SPSS version 25 output

The corrected R square value of 0.617 is available in table 5. This shows that price, product variety, and promotion have an influence of 62% on purchasing decisions. Other variables, which cover 38% of the total, are not considered in this study because of their influence on the number of independent variables.

Hypothesis Testing

a. **t-test (Partial/individual influence test)**

Based on the results of the t-test that has been carried out, the following values were obtained:

Table 6. t-Test Results

Coefficients[a]

Model		t	Sig.
1	(Constant)	.610	.884
	Harga	2.364	.016
	Variasi Produk	2.573	.013
	Promosi	3.842	.018

a. Dependent Variable: Keputusan Pembelian

Source: SPSS version 25 output

Based on the calculation results in table 6, it is known that:

a. The price variable obtained a significance value of $0.016 < 0.05$ and a tcount value of 2.364 while the ttable was 1.683 which means tcount > ttable, meaning H0 (it is suspected that price does not affect purchasing decisions) is rejected and H1 (it is suspected that price affects purchasing decisions) is accepted. Thus, it is proven that price (X1) partially or individually has a significant effect on purchasing decisions (Y).

b. The product variation variable obtained a significance value of $0.013 < 0.05$ and a tcount value of 2.573 while the ttable was 1.683 which means tcount > ttable, meaning H0 (it is suspected that product variation does not affect purchasing decisions) is rejected and H2 (it is suspected that product variation affects purchasing decisions) is accepted. Thus, it is proven that product variation (X2) partially or individually has a significant effect on purchasing decisions (Y).

c. The promotion variable obtained a significance value of $0.018 < 0.05$ and a tcount value of 3.842 while the ttable was 1.683 which means tcount > ttable so that it means H0 (it is suspected that promotion does not affect purchasing decisions) is rejected and H3 (it is suspected that promotion affects purchasing decisions) is accepted. Thus, it is proven that promotion (X3) partially or individually has a significant effect on purchasing decisions (Y).

d. **F test (simultaneous influence test)**

Based on the results of the F test that has been carried out, the following values were obtained:

Table 7. F Test Results

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	472.586	3	227.471	21.112	.000ᵇ
	Residual	381.769	36	12.482		
	Total	1283.000	39			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi, Variasi Produk, Harga

Source: SPSS version 25 output

Based on the results above, the null hypothesis (H0) is that price, product variety, and promotion does not affect purchasing decisions are rejected and the alternative hypothesis (H4) is accepted. Thus, price (X1), product variety (X2), and promotion (X3) significantly affect the experimental results (Y).

DISCUSSION

According to the researcher's test, these three variables have a major impact on purchasing decisions. Each variable will be explained in detail below:

The Influence of Price Variables Partially on Purchasing Decisions at Niky Cokelat Kediri UMKM

Descriptive analysis of respondents' answers to the price variable (X1) produced an average value above 3.7. This shows that respondents assessed all variable indicators well, effectively, and positively. Purchasing decisions (Y) are partly influenced by price (X1). Based on the results of the statistical test in Table 6, the price variable has a significance value of 0.016 <0.05, a t-count value of 2.364, and a t-table of 1.683, rejecting H0 and accepting H1. Therefore, price (X1) influences purchasing decisions (Y) in several ways. Keeping costs consistent and reasonable for the lower middle class will increase consumer product purchases. This paper supports research by[11]which states that costs influence customer decisions.

In addition, this study supports the concept proposed by[6]Price factor: basically, buyers always look at the price in various stores. The total amount that buyers are willing to pay in exchange for the benefits of a product or service is known as its price. Effective pricing can help UMKM Niky Cokelat Kediri improve purchasing decisions by adding value, making products more attractive, and fostering customer loyalty, according to research and expert theory. Customer perceptions of product value and cost can be influenced through various strategies, including limited offers, discounts, psychological pricing, and bundling.

The Influence of Product Variation Variables Partially on Purchasing Decisions of Niky Cokelat Kediri MSMEs

Based on the results of descriptive analysis of respondents' responses to the product variation variable (X2), the average value is in the high category, namely above 3.9. This shows that all indicators in the variable have been assessed well, effectively, and positively by respondents. The product variation variable (X2) partially has a significant effect on purchasing decisions (Y). Because the results of the statistical test in table 6 show that the product variation variable obtains a significance value of 0.013 <0.05 and a calculated t value of 2.573 while the t table is 1.683, which means that the calculated t> t table, so that H0 is rejected and H2 is accepted. Thus, it is proven that product variation (X2) partially or individually has a significant effect on purchasing decisions (Y). This means that by providing a variety of products that will be sold to the wider community, it will create a decision for consumers to buy the product. This study supports research conducted by[12]This shows that product variation greatly influences consumer purchases.

In addition, this study supports the concept proposed by[9]Product variation is a company strategy by increasing the diversity of its products with the aim that consumers get the products they want and need. Product variation is something that must be considered by companies in order to improve product performance. If the product is not diverse, then the product will certainly lose out to other products. Based on the results of research and theories of experts, UMKM Niky Cokelat Kediri must create variations and flavor variants of a chocolate product so that consumers get the products they want and need, because by increasing product variation, consumer purchasing decisions will increase.

The Influence of Promotion Variables Partially on Purchasing Decisions at Niky Cokelat Kediri UMKM

The average value above 3.9 was obtained from the descriptive analysis of respondents' responses to the promotion variable (X3) which placed it in the high category. All indications in the variable have been evaluated successfully and positively by the respondents, as shown above. Purchase choices are influenced by the promotion variable (X3) to a lesser extent than other variables. Table 6 shows that the results of the statistical test for the promotion variable are 0.018 < 0.05 and 3.842 for the t-value, which is greater than 1.683 for the table value. Therefore, H0 is rejected and H3 is accepted. Therefore, it is shown that promotion (X3) influences purchasing decisions (Y) both partially and individually. Therefore, advertising is very important to increase sales; when you give discounts or offers on certain products, people will be more likely to buy them. This finding gives credence to the research conducted by[15]This shows that advertising greatly influences consumer purchases.

In addition, this study supports the concept proposed by[10]The next factor is promotion, persuasive communication, inviting, urging, persuading, and convincing. The main purpose of promotion is to provide information, attract consumer attention and then provide it well will also increase company sales. Based on the results of research and theories of experts, in conducting promotions, UMKM Niky Cokelat Kediri must provide promos on relatively new and contemporary products to attract consumer interest in buying them and provide vouchers or discounts on several products.

The Influence of Price, Product Variation, and Promotion Variables Simultaneously on Purchasing Decisions at UMKM Niky Cokelat Kediri

The average value above 3.8 was obtained from the descriptive analysis of respondents' responses to the purchasing choice variable (Y), so it is included in the high category. All

indications on the variable have been successfully evaluated and assessed positively by respondents, as seen above. The adjusted R-squared value is known to be 0.617. Table 7 shows that after adjusting for the number of independent variables, a significance value of 0.000 was obtained for price (X1), product variation (X2), and promotion (X3). Because the probability of 0.000 is smaller than 0.05 and the Fcount of 21.112> Ftable of 2.606, we can reject H0 and accept H4. This shows that 62% of purchasing decisions are influenced by price, product variation, and promotion. Other variables that influence purchasing decisions by 38% are not considered in this study. This shows that buyers are influenced by all three factors, price (X1), product variation (X2), and promotion (X3) simultaneously.

The findings of this study confirm the findings of previous research conducted by[11],[12], And[15]states that price (X1), product variation (X2), and promotion (X3) influence purchases. Promotion, product variation, and price influence purchasing decisions. Consumers like products with competitive prices, varied variations, and attractive promotions. Business actors can increase competitiveness, consumer interest, and profits by managing these three aspects proactively. Based on previous research and studies, UMKM Niky Cokelat Kediri must apply competitive prices, product variations based on needs, and attractive promotions such as discounts or loyalty programs to increase its appeal. UMKM Niky Cokelat Kediri can increase revenue, attract new customers, retain old customers, and improve purchasing decisions by integrating these three factors.

4. Conclusion

Based on the results of the research and data analysis that has been carried out, it can be concluded that:

a. There is a significant partial influence of price on purchasing decisions at UMKM Niky Cokelat Kediri.
b. There is a significant partial influence of product variation on decisions purchases at UMKM Niky Cokelat Kediri.
c. There is a significant partial influence of promotion on purchasing decisions at UMKM Niky Cokelat Kediri.
d. There is a significant influence of price, product variation, and promotion simultaneously on purchasing decisions at UMKM Niky Cokelat Kediri.

For UMKM Niky Cokelat Kediri, it is recommended to continue to improve purchasing decisions on several factors such as price, by providing discounts and special offers, for example buy 2 get 1 free, or weekend discounts. Product variation factors, by creating various variants and designs according to consumer needs. And for the promotion factor by promoting through social media, such as using digital platforms such as Instagram or TikTok to advertise products with attractive promotions or product demos. That way, UMKM Niky Cokelat Kediri will increase consumer purchasing decisions and increase sales every month. For further researchers, because in this study it is proven that there are still other variables that influence purchasing decisions but have not been discussed in this study, this can be used as material for conducting similar research in the future by including other variables that are not yet in this study, such as product quality variables, location and facilities to obtain better results.

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