



Analysis of the Influence of Price and Product Variation on Consumer Buying Interest at Tjap Djakarta Malang

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ABSTRACT

Two key factors that play a crucial role in the growth of Tjap Djakarta Malang are the diversity of prices and products. The aim of this research is to investigate how Price and Product Variations impact Consumer Buying Interest in Tjap Djakarta Malang, both individually and collectively. This study employed quantitative methods, focusing on two independent variables: Price (X1) and Product Variations (X2). The dependent variable in this study was Buying Interest (Y). Questionnaires were utilised to collect data from a sample of 98 respondents, selected using purposive sampling techniques. The analysis of the data included multiple regression, determination of coefficients, and testing of hypotheses. According to the results of the t-test (partial), the first hypothesis (H1) has been confirmed. This suggests that the price factor (X1) has a partially positive effect on purchasing interest at Tjap Djakarta. The second hypothesis (H2) has also been supported. This indicates that the product variety factor (X2) partially influences purchasing interest at Tjap Djakarta Malang. Upon conducting the F-test (simultaneous) for the third hypothesis (H3), it was found that H3 is accepted while H0 is rejected. Therefore, it can be inferred that both price and product range have a combined positive impact on consumer interest at Tjap Djakarta Malang. Based on the findings of this study, it is recommended that Tjap Djakarta retains its pricing strategy and expands its product offerings to attract more customers and become their preferred option.

Keywords: Buying Interest, Price, Product Variations, Tjap Djakarta

1. Introduction

Market opportunities in the era of globalization are increasing day by day as technology advances. According to Novitawati et al. (2019), marketing in general faces a variety of methods and activities that can communicate its benefits to influence potential buyers. Entrepreneurs need to be smart and have a balanced strategy for the products they sell to attract consumers. Additionally, entrepreneur must be aware of their surroundings and be able to identify business competitors who are competing to get noticed by consumers. A company must have its own unique identity and appeal through its price, product variations, company brand, and company-specific marketing promotion strategies. On the other hand, according to Askianto et al. (2023), companies must also have effective strategies to deal with various internal and external issues within the company, such as managing operational challenges, addressing market competition, and adapting to changing consumer preferences and market trends, in order to establish and maintain their desired identity and appeal.

The advancement of the culinary business in Indonesia is for the most part developing and spreading over different districts and city as seen from the improvement of the industry in Indonesia which is expanding day by day. The culinary business is one of the foremost broadly run businesses to date. Whatmore and Thorne

(2013) say that the culinary commerce may be a trade that never passes on. The culinary trade will stay a drift and will indeed increment in 2023, since 2018 the culinary industry has gotten to be a need subsector. Within the coming year, it is trusted that this industry will moreover be able to attain the development targets for the non-oil and gas industry and increment the realization of craved speculation.

Subsequently, development must proceed to create in different culinary delights with existing inventiveness. This improvement is driven by changes in way of life designs and the expanding needs of society, particularly in enormous cities. Way of life openings are moreover expanding, causing the level of per capita salary to too increment (Hansen, 2018). It is claimed that this community way of life makes the culinary trade indeed more promising. Separated from that, openings for the industry to create are due to progressively fast innovative improvements, particularly territorial culinary items. The development of the nourishment and refreshment industry in 2020 was redressed from final year's accomplishment of 7.97%. Due to the Covid-19 widespread which has affected the decay in utilization levels (Güdükçam, 2023).

The culinary business will have derivatives into a cafe business. Obeidat (2023) explains that the improvement of cafes is presently expanding, to be specific around 25% -30% compared to the past year, so that trade individuals have a association to opening cafes since Indonesian individuals favor to spend their free time in cafes with family, companions and organizations that have a reason. fair appreciate the climate of the cafe or fair appreciate the drink menu and nourishment served. So this invigorates the intrigued of business people or trade individuals to begin a coffee shop commerce.

The growth of the cafe industry especially in Malang, has experienced rapid development in recent years. It can be seen in Malang City and its surroundings, many cafes have appeared, seemingly endless, found in all parts of Malang City. They all present different nuances of place, product, and price. Right now, cafes are not only a place to enjoy coffee or other drinks, but also a place of socialization and relaxation for many people. In the middle of increasingly fierce competition, the success of a cafe is not only determined by the quality of its products, but also by effective marketing strategies that will make consumer interest to buy the product on a café. The customer will have interesting to buy the café product, because of many factors, it can be the price, product, or the place and the other factor that can influence. But the interest of customer is depending on their preferences they have, which is different preferences in many people. And somethings must be considered to make customer interest such as the café have the affordable price, good ambience, many variations of the product, etc.

There are several things that need to be considered when entering the café business, one of them is price. According to Prihatminingtyas and Budi (2018) a price can be said to be one of the things that buyers should pay for their needs and the amount that will be received by the company. So, we must be able to determine a reasonable price and also be able to meet the profit margin, from the price plan that have been determined. Based on the pre-observation, Tjap Djakarta is have the affordable prices in their product. They have many variants of product, in food and drink. They have product start only Rp 4.000 rupiahs, which is it's almost impossible the other café will have. The price that Tjap Djakarta have, that's make customer interest to buy in there.

Apart from prices that must be determined correctly, product variations can also attract consumers to buy. Product variation is the diversity of products offered by a company that creates attraction for consumers. Product variation is a collection of goods or services offered by a company to its consumers (Kotler & Keller, 2016). Product variation refers to differences in various aspects of a product, including its shape, dimensions, colour, composition, brand, and pricing, that are provided by different producers within the same market. These variations enable manufacturers to stay updated on market developments and cater to the diverse demands of customers. According to Armstrong et al. (2014), consumer purchasing interest refers to the inclination of consumers to purchase a product, which is influenced by their past experiences with choosing, using, and desiring the product. In essence, it is the likelihood of consumers buying a specific brand or making a purchase based on their predisposition towards taking action in relation to buying.

As per Kotler and Keller (2016), purchasing interest is triggered by the sight of a product, leading to a desire to acquire it. Consumer buying behaviour is when a consumer feels the urge to purchase a product after experiencing it. The decision-making process includes selecting from various brands available within the chosen device (Paramita et al., 2022). Based on various considerations, they purchase the most preferred

alternative or the process that consumers go through to purchase goods and services (Sutrisno, 2016). Consumer buying intention is when a consumer wants to select and use a different brand's product, then decides whether to purchase it by making a payment or giving something up (Erlyana et al., 2024).

Malang city is very suitable to develop as an economic and industrial area. This is due to the geographical and supporting location of Malang city. Also, many people generally know that Malang city is an educational city. In this way, the development of an economic industry that is currently attracting attention, namely the cafes and coffee shops scattered throughout Malang City, will support economic development. The current evolution of cafes in Malang city can be seen from several cafes that are changing the shape of their concept, cafe atmosphere and marketing strategy, offering different product variations and prioritizing quality and price (Maulidya & Purwaningsih, 2023).

In the middle of the busy cafes in Malang City, there is a cafe called Tjap Djajakarta. Tjap Djajakarta is located on Jl. Dilem No. 7-B, Lowokwaru District, Malang City. Tjap Djajakarta is a café that specializes in coffee and pancong, like which is made wholeheartedly using manual brew equipment to serve the coffee. The menu offered or provided is not only a coffee-based menu, but there are many other non-coffee drink menu choices. Not only pancong for their food menu, Tjap Djajakarta also provides a variety of heavy food menus that are suitable to be served with friends, family, partners and co-workers.

Tjap Djajakarta Malang, as one of the business players in the local cafe industry, needs to understand the factors that influence consumer buying interest. Tjap Djajakarta offered prices that were cheaper than other cafes in Malang. They had a variety of product variants, from special drinks, modern drinks, and classics, as well as food, dishes and dessert. Price and product variation are two critical factors that can influence consumer purchasing decisions. Competitive prices and attractive product variations can be important drivers for consumers to choose a cafe.

This research has aims to conduct an in-depth analysis of the influence of price and product type on consumer purchasing intentions at Tjap Djajakarta Malang. By understanding how these factors contribute to purchase intent, cafe operators can optimize their marketing strategies to meet consumer expectations and increase their competitiveness in the market.

In the same previous research, with the same variables, namely price and product variation on consumer buying interest, which was conducted at a cafe in Dau, Malang, the results showed that product variation partially influenced consumer buying interest, which means price had no impact on interest. buy consumers. Therefore, this research conducted at Tjap Djajakarta seeks to find out whether the independent variable can influence the dependent variable or not.

With luck, this study aims to enhance comprehension of consumer choices, particularly within the cafe sector in Malang, and aid in the crafting of a more efficient marketing approach for Tjap Djajakarta. Additionally, the findings from this study could serve as a resource for scholars and industry professionals looking to advance research and enhance the knowledge base on consumer actions in this field. Drawing from the earlier context, the objective of this investigation is to assess the impact of pricing and product range, both individually and collectively, on consumer purchasing intent at Tjap Djajakarta.

2. Literature Review

2.1. Marketing Strategy

Marketing strategy is crucial for a company to succeed in the business world, especially within the marketing industry. It is important to regularly evaluate and enhance the existing marketing strategies in line with market trends and conditions. A successful marketing strategy should outline the company's actions in various target markets clearly and concisely. The strategy serves as a fundamental blueprint guiding a business unit towards accomplishing corporate objectives (Yulianto & Oktarina, 2015).

2.2. Marketing Mix

Marketing mix can be a very important internal element when designing a marketing program (Savitri et al., 2022). Furthermore, the key for companies to generate profits is to determine appropriate marketing strategies to enhance consumer purchasing decisions. According to Kotler and Armstrong (2014), the marketing mix is a collection of strategies and tactics that a company employs to reach its business objectives in the desired market.

According to the statement above, the marketing mix consists of a collection of marketing tools that are interconnected to create a suitable marketing strategy, so that a company can effectively achieve its marketing objectives while meeting its goals and consumer needs. Kotler and Armstrong (2014), mention the elements of the marketing mix consist of "price, product, place, and promotion.". According to Goi (2009), Decades ago, the marketing mix gained widespread popularity by McCarthy et al. (1979) and was formulated as the 4Ps: product, price, place, and promotion.

2.3. Price

Price is an element that generates income for goods producers (Kenning & Linzmajer, 2011). Price, being the most adaptable aspect of the marketing mix, has the ability to be swiftly altered compared to other components, as stated by Budiyanto (2019). It plays a crucial part in competitive strategy, affecting customer buying decisions that can in turn impact the profitability and longevity of a business (Jung et al., 2014). Agreeing on the price plays a crucial role in shaping the dynamic between the buyer and the seller (Fitri & Mardikaningsih, 2023).

2.4. Product Variation

A product is any item designed to be sold in order to catch the interest of customers, encourage purchasing, be used, or meet a desire or requirement (Kotler and Armstrong, 2014). Based on Rushton and Carson (1989), products are tangible and it is a set of intangible attributes. On the other hand, Arli et al. (2015) defines a product as anything a manufacturer provides to be known, demanded,

2.5. Buying Interest

According to Berman and Berman (2011), the desire to buy is a feeling experienced by customers towards a product that is shaped by their attitudes both internally and externally. Buying interest represents the buyer's intention to purchase a specific quantity of various brands within a specific timeframe (Schiffman & Kanuk, 2004). Mramba (2015) stated that interest plays a crucial role in shaping people's behavioural tendencies. People's evaluations of products are heavily influenced by their understanding of how the products work, meaning that interested consumers are swayed by the information they are provided with.

2.6. The Influence of Price on Consumer Buying Interest

To strengthen an opinion in research, a theory is needed that supports and strengthens the opinion that has been explained. From the relationship of this opinion, it will later support or reject the existing research results. The first theory is price. Price can be described as the value that customers are willing to pay in exchange for the advantages of purchasing or using a product, which can be established through negotiation between the buyer and seller or set by the seller at a fixed rate for all customers (Stanton, 2011).

Schiffman and Kanuk (2004) stated that in marketing and consumer research, buying interest is a statement of the consumer's intention to purchase. The buyer intent scale is used to assess a consumer's likelihood of purchasing a product or behaving in a certain way. The possibility of consumers to buy can also depend on the price of a product, whether the consumer thinks the product at that price is worth buying or not, and whether it is within their means.

According to Dolgui et al. (2018), price plays a significant role in shaping consumer interest in making purchases. It acts as a determinant in market demand and can impact a product's competitive position. Consumers heavily rely on the time they have to make purchasing decisions, especially when there is limited information available about the products. In these situations, price becomes a crucial factor due to the lack of complete product information. Based on the set price, consumers also determine the quantity purchased based on that price.

2.7. The Influence of Product Variation on Consumer Buying Interest

After conversing about how price affects consumer purchasing behaviour, the next topic of conversation will be about how different product options can influence consumer buying behaviour. Groover (2010) said that product variants are essentially products produced by a company that have distinct designs or types. Having variations in products allows companies in the same category to distinguish themselves from one another.

The Theory of Planned Behavior, created by Ajzen (2015), is a useful framework for researching the correlation between beliefs, attitudes, intentions, and actions within the marketing realm. This theory highlights the strong connection between what people believe and how they behave in the field of marketing, but consumers' assessments of product attributes will be influenced by their perceptions. Actual usage behavior is the result of intention, and therefore, behavioral intention must precede usage behavior. Therefore, it is necessary to examine how consumers are interested in the product.

Therefore, based on the various theories outlined earlier, it can be inferred that the range of products available can have an effect on the level of interest consumers have in making a purchase. This can be observed through the impact that product options have on consumer behaviour, their purchasing patterns, and the ability of product variety to capture consumer attention in the buying process.

2.8. The Influence of Price and Product Variation on Consumer Buying Interest

The next, is how the theory of price and product variation can simultaneously have an impact to the consumer buying interest. Price is an element that generates income for goods producers (Kenning et al., 2011). In the realm of the marketing mix, pricing stands out as the element that offers the most room for adjustment, as prices are easily and swiftly altered compared to other components (Budiyanto, 2019).

And about the product variation, Wan et al. (2014), have argument product variations are assessed through two perspectives: product line changes and alterations in package size. Product line changes refer to differences in product attributes like brand, taste, or ingredients.

From that each independent variable, consumer buying interest, Schiffman and Kanuk (2000) stated that in marketing and consumer research, buying interest is a statement of the consumer's intention to purchase. The buyer intent scale is utilised to evaluate a consumer's probability of buying a product or acting in a specific manner.

2.9. Hypothesis

The Hypothesis of this research is:

H1 : Price has a positive impact on Consumer Buying Interest in Tjap Djajakarta Malang

H2 : Product Variations have a positive impact on Consumer Buying Interest in Tjap Djajakarta Malang.

H3 : Price and product variation simultaneously have a positive impact on Consumer Buying Interest in Tjap Djajakarta Malang.

3. Methodology

3.1. Scope of Research

This study examines the impact of price (X1) and product diversity (X2) on consumer purchasing behaviour (Y), with the aim of understanding their relationship. The subjects of this research are Tjap Djajakarta Malang customers who have purchased Tjap Djajakarta products.

3.2. Types of Research

Quantitative research is utilised for analysing a particular group or subset. The tools and analytical methods employed in this type of research are primarily quantitative or statistical, focusing on verifying a predetermined hypothesis. An investigation into the impact of varying prices and products on consumer purchasing behaviour in Tjap Djajakarta can be conducted through quantitative research. In summary,

quantitative research involves examining a specific population or sample, presenting findings in numerical terms, and using statistical analysis to assess hypotheses.

3.3. Population

In this research, the population used was all consumers who made purchases at Tjap Djajakarta Jl. Dilem No. 7-B in the time period 21th December 2023 – 25th January 2024. The population taken is 2232 people based on consumer purchasing data. According to Sanusi (2011), when determining the sample size of the study, Slovin included a factor to account for inaccuracy due to sampling error, which was still acceptable. So, the minimum sample size that can be used in this research is 95.71 respondents, rounded up to 98 respondents.

In this study, the research will use a non-probability sampling with purposive sampling technique. So, in this research, the questionnaire will be distributed to the customers of Tjap Djajakarta, who have purchased the product. The questionnaire will be in the form of QR code and people will have easy access to the link of the form of questionnaire.

3.4. Data Types

The primary data in this research comes from randomly selected respondents, who are Tjap Djajakarta consumers that fill in the questionnaire. The contents of the questions are related to prices, product variations and consumer buying interest at Tjap Djajakarta. The secondary data in this research comes from company profile data or documents, previous research reports and journals, general descriptions and consumer data related to the problem under study.

In this research, the measurement scale that will be used is the Likert scale. "The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena" (Sugiyono, 2013).

3.5. Data Collection Methods

When considering the methods used to gather data, options include interviews, surveys, observations, or a mix of all three. For this study, data was collected specifically through the use of surveys. In this research, questionnaires will be distributed to consumers who buy products at Tjap Djajakarta Malang. In this research, direct observations will be carried out in Tjap Djajakarta. Observations were made regarding prices, product variations and the number of consumers who made purchases at Tjap Djajakarta.

3.6. Document Analysis

In this research, documentation analysis will be carried out, the source of which comes from Tjap Djajakarta Malang regarding sales charts and organizational structure tables.

3.7. Data Analysis Methods

The methodology employed in this research involves using descriptive analysis to visually represent data through tables and graphs, making it more accessible for comprehension. Additionally, tests for validity and reliability are conducted to ensure the accuracy and consistency of the research instruments. Various classical assumption tests such as normality, heteroscedasticity, and multicollinearity tests are performed to validate the regression model utilised. Subsequently, a multiple regression analysis is undertaken to establish the impact of the independent variable on the dependent variable. The R^2 value indicates the extent to which the model accounts for the variability in the dependent variable. Both individual (t test) and overall (F test) hypothesis testing are employed to assess the impact of each independent variable. All statistical analyses for this research were carried out using the SPSS program.

4. Results and Discussion

4.1. Results

4.1.1. Characteristics of Respondents Based on Age

According to the findings gathered from questionnaires distributed to participants, it is evident that Tjap Djakarta consumers come from various age groups. The data suggests that the majority of respondents, 53%, fall within the age range of 21-25 years, with a total of 52 individuals. Following closely behind are individuals aged 16-20 years, making up 45% of the respondents with 44 individuals. The smallest number of respondents belong to the age groups of 26-30 years and over 30 years, each comprising 1% of the total respondents with only 1 person in each category. From the data above it can be seen that the largest number of consumers are aged 21-25 years, this is due to age This is the average age of students who often visit Tjap Djakarta. Students who often come to Tjap Djakarta come to just hang out, look for delicious food at Tjap Djakarta, or come to do college assignments.

The information provided indicates that there were a total of 98 respondents, with 52 female customers who have made purchases at Tjap Djakarta, accounting for 53% of the total, and 46 male customers, making up 47% of the total. Research respondents in Tjap Djakarta were more dominated by women than male respondents, but the difference in frequency was slight. The reason is because the food and drink menu at Tjap Djakarta is more popular with women than men. Therefore, the research respondents obtained were, on average, predominantly female.

From a total of 98 respondents. Based on the data in the table above, it can be seen that the order of employment status of respondents from the highest is college student with a total of 83 people or 85%. In second place is self-employed with 7 people or 7%. Then, in last place there are students and workers with 4 people each or 4%. This shows that many college students visit and buy products at Tjap Djakarta. This statement can be seen directly, because many students come between courses during the day to just have lunch and come in the evening to look for food and do their assignments at Tjap Djakarta.

The data shows that most respondents have an income below IDR 500,000, with 34 people earning the highest amount followed by 32 respondents each earning between IDR 500,000 to IDR 1,000,000 and over IDR 1,000,000. The income of these respondents comes from pocket money given by their parents or their own income from salaries, because most of the respondents are students and self-employed, so respondents have income from their parents or personal income. And the characteristics of these respondents are in accordance with the price range of Tjap Djakarta which is cheap and affordable for consumers.

4.1.2. Validity Test

Table 2. Research Variable Item Validity Test Results

Variable	Item	r value	r table	Sig	α	Explanation
Price (X1)	X1.1	0,750	0.1986	0,000	0,05	Valid
	X1.2	0,645	0.1986	0,000	0,05	Valid
	X1.3	0,672	0.1986	0,000	0,05	Valid
	X1.4	0,700	0.1986	0,000	0,05	Valid
	X1.5	0,670	0.1986	0,000	0,05	Valid
	X1.6	0,755	0.1986	0,000	0,05	Valid
	X1.7	0,570	0.1986	0,000	0,05	Valid
Product Variation (X2)	X2.1	0,754	0.1986	0,000	0,05	Valid
	X2.2	0,699	0.1986	0,000	0,05	Valid
	X2.3	0,748	0.1986	0,000	0,05	Valid

	X2.4	0,731	0.1986	0,000	0,05	Valid
	X2.5	0,600	0.1986	0,000	0,05	Valid
	X2.6	0,743	0.1986	0,000	0,05	Valid
	X2.7	0,687	0.1986	0,000	0,05	Valid
Buying Interest (Y)	Y.1	0,717	0.1986	0,000	0,05	Valid
	Y.2	0,657	0.1986	0,000	0,05	Valid
	Y.3	0,690	0.1986	0,000	0,05	Valid
	Y.4	0,791	0.1986	0,000	0,05	Valid
	Y.5	0,756	0.1986	0,000	0,05	Valid
	Y.6	0,681	0.1986	0,000	0,05	Valid
	Y.7	0,681	0.1986	0,000	0,05	Valid

Source: Data Processed (2024)

According to the data analysis findings outlined in the chart above, it is evident that the tools utilised to assess Price, Product Variety, and Purchasing Interest are deemed reliable. All the questions pertaining to each variable display an r value that surpasses the set r table value (0.1986) at a significance level of <0.05. This implies that the elements within Price, Product Variety, and Purchasing Interest can gauge the impact of Price and Product Variety on Customer Purchasing Interest at Tjap Djakarta.

4.1.3. Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Standar	Explanation
Price (X1)	0,887	0,60	Reliable
Product Variation (X2)	0,850	0,60	Reliable
Buying Interest (Y)	0,922	0,60	Reliable

Source: Data Processed (2024)

Reliability Tests were conducted on three variables - Price, Product Variation and Buying Interest - as part of this study. The data presented in the table confirms that the items used to gauge price reliability have been deemed reliable, with a Cronbach Alpha value of 0.887. Likewise, the Product Variation variable is considered reliable, with a Cronbach Alpha value of 0.850. Finally, the Buying Interest variable is also confirmed to be reliable, with a Cronbach Alpha value of 0.922. This shows that the question items for each variable have consistent data in mind. If the question is asked again, answers will be obtained that are relatively the same and consistent from time to time.

4.1.4. Classic Assumption Test

A. Normality Test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. It is known that the t and F tests assume that the residual values follow a normal distribution. If this assumption is violated then the statistical test becomes invalid for small sample sizes. The Normality Test can be seen using graphic analysis.

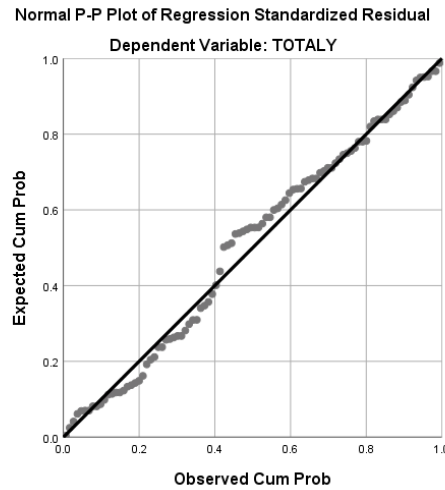


Figure 1. Result of Normality Test
Source: Data Processed (2024)

An image of a normal graph is generated through data analysis in SPSS, showing that the data points align closely with the diagonal line, indicating a normal distribution. Therefore, it can be concluded that the regression model used in this study adheres to the assumption of normality.

B. Heteroscedasticity Test

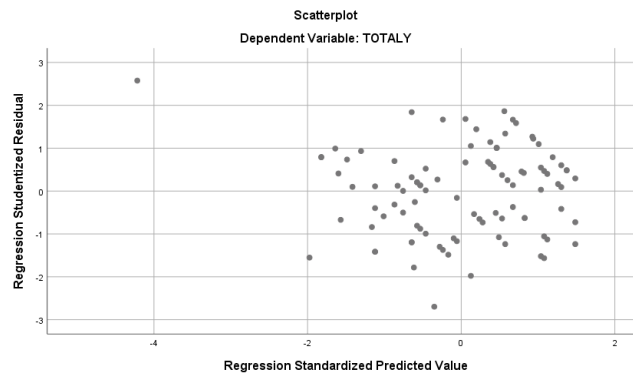


Figure 2. Result of Heteroscedasticity Test
Source: Data Processed (2024)

According to the chart provided, it is evident that the data points are scattered randomly with the Y-axis at 0, showing coordinates at (0,+2) and (0,-2) without any discernible pattern. Therefore, it can be inferred that the regression model satisfies the assumption of heteroscedasticity, indicating homoscedasticity in the dataset as there is no presence of heteroscedasticity.

C. Multicollinearity Test

Table 4. Results of Multicollinearity Test

Variable	Tolerance	VIF	Criteria
X1	0,404	2,476	Free from Multicollinearity
X2	0,404	2,476	Free from Multicollinearity

Source: Data Processed (2024)

The outcome of the multicollinearity examination reveals that the VIF values for the Price (X1) and Product Variation (X2) factors adhere to the necessary criteria; specifically, the tolerance for Price is 0.404

which is greater than 0.10, and the VIF value for Product Variation is 2.476 which is less than 10. Thus, it can be deduced that there exists a correlation between each variable, indicating the absence of multicollinearity.

D. Multiple Regression Analysis

Table 5. Result of Multiple Regression

Model	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	Beta
Constant	0,290	1,894	
Price (X1)	0,371	0,096	0,317
Product Variation (X2)	0,605	0,084	0,590

Source: Data Processed (2024)

Based on the table above, the regression equation can be written as follows.

$$Y' = a + b_1 X_1 + b_2 X_2 + e$$

$$Y' = 0,290 + 0,371X_1 + 0,605X_2 + e$$

Where:

Y : Buying Interest Variable

a : Constant

b₁: Regression coefficient for price variable

b₂: Regression coefficient for product variation variable

X₁: Price Variable

X₂: Product Variation Variable

e : error term

Explanation:

1. Constant = 0.290, which means that if all price variables (X₁) and product variations (X₂) have a value of 0, then the value of the buying interest variable (Y) is the same as the constant value, namely 0.290.
2. The regression coefficient b₁ = 0.371 means that if the price variable (X₁) increases/increases by 1 unit, while the product variation variable (X₂) has a value of 0, then the value of the buying interest variable (Y) will increase by 0.371.
3. The regression coefficient b₂ = 0.605 means that if the product variation variable (X₂) increases/increases by 1 unit, while the price variable (X₁) has value, then the value of the buying interest variable (Y) will increase by 0.605.

Based on the two regression coefficient for variable Price (X₁) and Product Variation (X₂), the one that makes biggest contribution to variable Buying Interest (Y) is variable X₂ because it has the largest regression coefficient, namely 0.605.

E. Determinant Analysis (Coefficient of Determination)

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,860	0,739	0,733	1,991

Source: Data Processed (2024)

The table provided reveals that the Adjusted R Square coefficient of determination is 0.733, equivalent to 73.3%. This suggests that the impact of the price variable (X1) and product variation (X2) on consumer interest (Y) amounts to 73.3%. The remaining 26.7% is attributed to unexamined factors such as store atmosphere, service quality, and social media promotion in this study.

F. Hypothesis Test

Table 7. Result of t Test (Partial)

Variable	t value	t table	sig	Sig level	Explanation
total X1 (Price)	3,848	1,985	0,000	0,05	Have an impact
total X2 (Product Variation)	7,156	1,985	0,000	0,05	Have an impact

Source: Data Processed (2024)

Based on the table above, the following results can be obtained:

1. The hypothesis suggests that the Price variable (X1) has a positive influence on the Buying Interest variable (Y), which is supported by the t value of 3.848 > t table value of 1.985 and a significant value of 0.000 < 0.05. Therefore, the hypothesis is accepted, indicating that the Price variable (X1) partially affects the Buying Interest variable (Y) at Tjap Djajakarta.
2. It is hypothesised that the Product Variation variable (X2) positively impacts Buying Interest (Y), supported by the t value of 7.156 > t table value of 1.985 and a significant value of 0.000 < 0.05. Consequently, the hypothesis is accepted, suggesting that the Product Variation variable (X2) partially influences the Buying Interest variable (Y) at Tjap Djajakarta.

G. Simultaneous Test

Table 8. Result of F Test (Simultaneous)

F value	F table	Sig	Sig Level	Explanation
134,359	3,09	0,000	0,05	Significant

Source: Data Processed (2024)

According to the information provided in the table, the results of the conducted tests indicate that both the price variable (X1) and the product variation variable (X2) have a combined influence on the buying interest variable (Y). The F value of 134.359 is greater than the F table value of 3.09, with a significance level of 0.000 being less than 0.05. As a result, the hypothesis H0 is rejected in favour of accepting H3. This leads to the conclusion that the price and product variation have a collective positive and significant impact on buying interest in Tjap Djajakarta.

4.2. Discussion

4.2.1. The Impact of Price on Buying Interest (Partial)

In this study, analysis has been conducted to test hypotheses, revealing that Price (X1) has a positive regression coefficient of 0.371. This suggests that the price variable (X1) positively impacts the purchasing interest variable (Y).

Additionally, according to the partial hypothesis test results, the Price variable (X1) exerts a significant positive influence on purchasing interest in Tjap Djajakarta. This is supported by the t value > t table value, specifically 3.848 > 1.985, and the statistical significance of 0.000 < 0.05. And the results of this research are relevant to previous research conducted by Tsaniya and Telagawathi (2022) which found that The influence of the price variable (X1) on Buying Interest (Y) was found to be strong and positive. According to the research conducted by Jung et.al (2014), price plays a crucial role in competitive strategy by affecting consumer interest in purchasing, thereby affecting profitability and long-term business success.

Price is just one aspect of the marketing mix. The relationship between price and buying interest is that price influences consumers' buying interest, where the more affordable the price set, the higher the buying interest, conversely, if the set price is higher, the buying interest changes to lower. The connection lies in the earnings of the individuals surveyed. The majority of the participants in this research were between the ages of 21 and 25, with many being students and earning an income of 500,000 Indonesian Rupiah or less. This shows that age and income influence consumer buying interest in Tjap Djakarta. Thus, it can be concluded that this research can be said to be successful by proving the first hypothesis which states that price partially influences buying interest in Tjap Djakarta.

4.2.2. The Impact of Product Variation on Buying Interest (Partial)

In this study, hypothesis testing and data analysis were conducted, revealing that Product Variation (X2) has a positive multiple regression coefficient of 0.605. This suggests that the variable of product variation (X2) positively impacts the variable of buying interest (Y).

Moreover, according to the findings of the partial hypothesis test, the product variation variable (X2) significantly and positively influences purchasing decisions at Tjap Djakarta. This is evidenced by a t value of 7.156, which is greater than the t table value of 1.985 and a significant value of 0.000, which is less than 0.05. The results of this study align with previous research by Sasongko et.al (2023), which also found a positive and significant relationship between product variation (X2) and buying interest (Y). The Theory of Planned Behavior, developed by Ajzen (1991), can serve as a framework for examining the connections between beliefs, attitudes, intentions, and actions in the marketing realm. This theory underscores the importance of beliefs in shaping behavior, although consumer perceptions will also impact how they evaluate product attributes. Ultimately, usage behavior is a result of intention, highlighting the crucial role that behavioral intention plays in influencing consumer actions.

Variability in products refers to the presence of diverse designs or types within the company's product range. Product variation has a very close relationship with buying interest, where the higher or more product variations, the higher the buying interest. Conversely, if the product variation is fewer or lower, the lower the buying interest. This is relevant to the large value of the product variation variable obtained from the regression coefficient, that product variation has the greatest influence, namely 0.605 compared to the price variable which is only 0.371. Thus, it can be concluded that this research can be said to be successful by proving the second hypothesis which states that product variations partially influence buying interest in Tjap Djakarta.

4.2.3. The Impact of Price and Product Variation on Buying Interest (Simultaneous)

According to the findings of the study, it is evident that both Price and Product Variation have a considerable and favourable influence on the Buying Interest at Tjap Djakarta when considered together. This is supported by the statistical significance of $0.000 < 0.05$ and an F value of $134.359 > F$ table 3.09. Therefore, it can be inferred that this study has successfully validated the third hypothesis, demonstrating the positive impact of price and product variation on buying interest in Tjap Djakarta. These findings are consistent with the results of a previous study by Irawan (2021) which also highlighted the combined effect of price and product variation on buying interest.

At Tjap Djakarta Malang, the Price and Product Variation variables are found to have a significant impact of 73.3% on Buying Interest. This is evidenced by the adjusted R Square value of 0.733, indicating that the combined influence of variables X1 and X2 accounts for 73.3% of the variation in buying interest. The remaining 26.7% not accounted for in this study is attributed to other factors such as store atmosphere, service quality, and social media promotion.

4.2.4. Research Implications

After conducting research, it was discovered that the Price factor (X1) has a somewhat positive effect on Buying Interest (Y) in Tjap Djajakarta. This finding is backed up by Tsaniya et.al's study from 2022, which also found that price plays a partially positive role in influencing consumer purchasing behaviour. This happens because the prices set by Tjap Djajakarta are relatively affordable, making customers interested in buying products there. This can be seen from the theory of Abzari et al. (2014), which states that Consumers are willing to make genuine and tangible sacrifices in order to obtain or possess a product, indicating that the price of a product plays a significant role in shaping consumers' inclination or enthusiasm towards purchasing or owning it.

The presence of different product options (X2) at Tjap Djajakarta Malang is believed to positively impact the level of interest in purchasing (Y). This is due to the diverse range of offerings, such as food and beverages, which attract customers to make purchases. This is also supported by previous research, conducted by Febrianti and Hasan (2022), which showed that product variations had a partial impact on buying interest. This influence is also supported by Chen et al. (2019), interest in buying a product is influenced by actions when a product offer presents the product features, advantages, benefits and value of the product being offered.

It has been discovered through data analysis that the variables Price (X1) and Product Variation (X2) have a combined impact on Buying Interest (Y). This can happen because the prices set and the variation of products available combined with consumer preferences will generate high buying interest at Tjap Djajakarta Malang. This is supported by previous research conducted by Yusda and Bakti (2024), which showed that price and product variation jointly or simultaneously influence consumer buying interest. And also proves Kotler's theory in Abzari et al. (2014), which was mentioned above.

The increasing number of cafes in Malang City has become increasingly fierce competition for entrepreneurs in developing their businesses and products. Based on the results of research that has been carried out, it is proven that the price and product variation variables have an influence on buying interest at Tjap Djajakarta Malang. In this case, the company realizes that price and product variation have an important role in customer purchasing interest. This research can be used as material for consideration and benchmarks in developing Tjap Djajakarta. Through several existing variables, Tjap Djajakarta can retain its customers to continue making purchases and visiting Tjap Djajakarta.

Tjap Djajakarta must be able to maintain product quality in every product variation available to support the needs and desires of its target market segment. Tjap Djajakarta also needs to maintain existing prices because the prices set by Tjap Djajakarta are quite affordable and can be used as consideration for consumers when making repeat purchases. Apart from that, creating a business strategy that is able to create customer trust and satisfaction, serving customers well, if the level of motivation, perception and trust of consumers in Tjap Djajakarta increases, the higher the consumer's interest in buying at Tjap Djajakarta.

Furthermore, Tjap Djajakarta has also provided some information about promotional product images, as well as the cafe address on its Instagram account, so that it makes it easy for consumers to get all the information regarding prices, product variations, location and everything they need. Apart from that, they also provide a shop. online in several applications to make it easier for consumers to purchase products at Tjap Djajakarta.

5. Conclusion

In light of the analysis and discussion outlined in the previous chapter, the results confirm the acceptance of the first hypothesis (H1) based on the t-test findings. This suggests that the price factor (X1) does have a partial positive impact on purchasing interest at Tjap Djajakarta. Additionally, the second hypothesis (H2) is also supported, indicating that the product variety factor (X2) partially influences buying interest at Tjap Djajakarta Malang. The simultaneous F-test results for the third hypothesis (H3) confirm its acceptance and the rejection of H0. Therefore, it can be determined that both price and product variety have a combined positive and significant effect on purchasing interest at Tjap Djajakarta Malang.

The findings of the study suggest that Price and Product Variation have a considerable impact of 73.3% on Buying Interest, leaving 26.7% influenced by unexplored factors. Although this impact is notable, future research should strive for a greater effect by including variables like store ambiance, service excellence, and social media marketing. Based on the findings, several recommendations are made. First, Tjap Djajakarta should maintain its competitive pricing, as respondents strongly agreed that its products offer affordable prices, which can boost consumer buying interest and repeat purchases. Second, while Tjap Djajakarta offers a variety of products, with a high score for product diversity, there are moments when consumers feel bored with the existing offerings. Therefore, introducing new product variations could refresh consumer interest. Lastly, despite the strong influence of price and product variation on buying interest, the statement "I would put Tjap Djajakarta as the main choice" received the lowest score of 3.88. To address this, Tjap Djajakarta should continue to maintain its low prices and expand its product range to become the preferred choice for customers.

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