THE INFLUENCE OF PRODUCT DIVERSITY, PRODUCT DESIGN, AND STORE MOOD ON COFFEE BUYING DECISIONS
(Case Study at Daily Coffee, Cakung, East Jakarta)

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Abstract - *This study aims to determine the effect of product diversity, product design and store atmosphere on coffee purchasing decisions at the Daily Coffe Cakung. The research strategy is associative. The sampling technique uses purposive sampling. The population in this study is the entire family of Daily Coffe Cakung. Respondents were 97 people. The method of analysis uses partial & simultaneous determination coefficients, and hypothesis testing with the help of SPSS version 22.0.*

In this study shows that the product diversity variable has a positive and significant effect, meaning that the diversity of products from Daily Coffe affects customers in the purchasing decision process. Then the product design variable has a positive and significant effect, meaning that the product design of Daily Coffe affects the customer in the purchasing decision process. Then the store atmosphere variable has a positive and significant meaning, the atmosphere of the shop from Daily Coffe influences customers in the purchasing decision process. So it can be stated that product diversity, product design and store atmosphere can influence customer processes to make coffee purchasing decisions.

Based on the calculation of the coefficient of determination the partial relationship between product diversity and purchasing decisions is 77.08%. The coefficient of determination of product design with purchasing decisions is 84.64%. The calculation of the partial determination coefficient between the atmosphere of the store with the purchase decision is 61.15%. The results of simultaneous hypothesis testing concluded that product diversity, product design and store atmosphere with a purchase decision of 89.8%.

Keywords: Product diversity, product design, store atmosphere, purchasing decisions.

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh *keragaman produk ,desain produk dan suasana toko terhadap keputusan pembelian kopi* di Daily Coffe Cakung. Strategi penelitian adalah asosiatif. Teknik pengambilan sampel menggunakan purposive sampling. Populasi di dalam penelitian ini adalah keselurahan konsumen Daily Coffe Cakung. Responden sebanyak 97 orang. Metode analisis menggunakan koefisien determinasi parsial & simultan, serta uji hipotesis dengan bantuan program SPSS versi 22.0.

Dalam penelitian ini menunjukkan bahwa variabel keragaman produk berpengaruh positif dan signifikan,artinya keragaman produk dari

Daily Coffe mempengaruhi pelanggan dalam proses keputusan pembelian . Kemudian variabel desain produk berpengaruh positif dan signifikan,artinya desain produk dari Daily Coffe mempengaruhi pelanggan dalam proses keputusan pembelian. Kemudian variabel suasana toko berpengaruh positif dan signifikan artinya, suasana toko dari Daily Coffe mempengaruhi pelanggan dalam proses keputusan pembelian. Sehingga dapat dinyatakan bahwa keragaman produk, desain produk dan suasana toko dapat mempengaruhi proses pelanggan untuk melakukan keputusan pembelian kopi.

Berdasarkan perhitungan koefisien determinasi hubungan parsial antara keragaman produk dengan keputusan pembelian adalah 77,08%. Koefisien determinasi desain produk dengan keputusan pembelian adalah 84,64%. Adapun perhitungan koefisien determinasi parsial antara suasana toko dengan keputusan pembelian adalah 61,15%. Hasil pengujian hipotesis secara simultan disimpulkan keragaman produk, desain produk dan suasana toko dengan keputusan pembelian sebesar 89,8%.

Kata kunci : Keragaman Produk, Desain Produk, Suasana Toko, Keputusan Pembelian

I. PRELIMINARY

At this time, the development of the business world serving food and beverages (food service) is bringing the business actors a very tight competition to get consumers. This competition makes business actors compete in providing the best service so that consumers can get the desired satisfaction. Competition in the business world occurs in various fields, and one of them occurs in the culinary business, especially the café and restaurant business

At first the café was known as a coffee shop before finally being known as a café. The first coffee shop in the world is known to have appeared in 1475, located in the city of Istanbul, Turkey. The first coffee shop to open and serve its customers with Turkish coffee is named Kiva Han. At that time, coffee was an important element in Turkish culture. The way coffee is served in Turkey has its own characteristics, namely by cooking it using ibrik (Turkish-style pot) and this culture is still practiced today.

Based on the description of the background above, the researcher is interested in conducting research with the title "THE EFFECT OF PURCHASE DECISIONS, PRODUCT DESIGN AND SHOP ATTITUDE ON COFFEE BUYING DECISIONS (CASE STUDY IN DAILY COFFE, CAKUNG JAKARTA TIMUR)".

1.1. Formulation of the problem

Based on the formulation of the main problems above, the research problems and specifications are as follows:

1. Does product diversity affect coffee purchasing decisions at the Daily Coffe?
2. Is there an effect of product design on coffee purchasing decisions at the Daily Coffe?
3. Is there any influence on the shop atmosphere on coffee purchasing decisions at the Daily Coffee?
4. Is there a simultaneous influence between product diversity, product design, and shop atmosphere on purchasing decisions at the Daily Coffee?

1.2. Research purposes

The research objectives in this study are:

1. To determine the effect of product diversity on purchasing decisions at the Daily Coffe.
2. To determine the effect of product design on coffee purchasing decisions at the Daily Coffe.
3. This is to determine the effect of store atmosphere on coffee purchasing decisions at the Daily Coffe.

4. To determine the effect of product diversity, product design and store atmosphere on coffee purchasing decisions at the Daily Coffee..

II. LITERATURE REVIEW

2.1. Definition of Marketing

According to Hasan (2013: 4), "Marketing is the process of identifying, creating and communicating value, as well as maintaining satisfying customer relationships to maximize company profits". Mullins and Walker, (2013: 5) defines that "Marketing is a social process that involves activities that are needed to enable individuals and organizations to get what they need and want through exchanging with others and developing sustainable exchanging relationships." Kotler and Keller (2016: 5) define marketing as follows: "Marketing is a societal process by which individuals and group obtain what they need and want through creating, offering, and freely exchanging products and services of value with others".

2.2. Marketing strategy

Marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. According to Kotler and Armstrong (2014: 290), marketing strategy development is designing initial marketing strategies for new products based on product concepts. Agree with Hasan (2013: 436) states that a good marketing strategy must be built on the basis of a strong business understanding, combined with an understanding of the needs and desires of customers, competitors and skills, and the core business including suppliers and distributors.

2.3. Product Diversity

Product diversity is one of the elements that business entrepreneurs must pay attention to. Good product diversity enables companies to attract consumers to visit and make purchases. Simamora (2014: 441), product diversity as a set (diversity) of product lines and elements offered by certain sellers to buyers. Another definition according to Kotler and Keller (2014: 15) product diversity is a collection of all products and goods offered for sale by a particular seller.

2.4. Understanding Product Design

According to WJ Stanton (2015: 192), product design is the process of creating new products that a company will sell to its customers. A very broad concept, basically the generation and development of ideas through a process that leads to effective and efficient new products. In a systematic approach, product designers evaluate concepts and ideas, and turn them into tangible product inventions. The product designer's role is to combine art, science, and technology to create new products that others can use.

2.5. Shop atmosphere

In his book, Kolter (2014: 61) says that the shop atmosphere has a physical layout that makes it easy or difficult for consumers to go around in it. Every shop has a different appearance be it dirty, attractive, grand, and gloomy. The shop atmosphere must form a planned atmosphere in accordance with the target market and can attract consumers to buy at the store

2.6. Buying decision

According to Kotler and Keller (2014: 184) a purchase decision is a choice of action from two or more alternatives. This is reinforced by Peter and Olson (2013: 163)

who state that purchasing decisions is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

2.7. Relationship Between Variables

2.7.1. Relationship Between Variables

1. Effect of Product Diversity on Purchasing Decisions

The influence between product diversity and consumer behavior in making purchasing decisions is closely related to the continuity of sales of a company. Companies that are unable to create new products face the risk of decreasing sales volume, due to the emergence of more creative competitors, changes in consumer tastes and the emergence of new technologies in the production process. Product development can be carried out by companies by developing existing products, as well as creating new products with appropriate models. The existence of product diversity will provide flexibility for consumers in determining the choice of products to buy in an effort to meet and complement their needs.

2. Effect of Product Design on Purchasing Decisions

The design problem of a product has become one of the factors that need serious attention from management, especially the new product development team, because many targeted consumers have begun to question the problem of product design that is able to meet the needs and desires of consumers, the appearance and function of a product. products are things that need to be considered in meeting customer needs (Angipora, 2014). With the product design that develops and in accordance with the needs of consumers and consumers have the nature of their wants and needs that are never satisfied. Thus, the design will influence the purchase decision at the Daily Coffe.

3. The Relationship Between Store Atmosphere and Purchase Decisions.

Shop atmosphere or shop atmosphere is one of the factors that can attract consumer attention. With a good shop atmosphere, companies can attract consumers to visit and make purchases. Shop atmosphere affects the emotional state of consumers that can cause or influence consumers to make purchases.

Thus it can be concluded that the shop atmosphere design that is done well can have a positive effect on increasing consumer purchasing decisions. This is in accordance with the research conducted by Denny Eka Syahputra (2015) which states that atmosphere has a significant effect on purchasing decisions.

2.8. Research Hypothesis

The hypothesis that can be arranged in this study is as follows:

H1 : Product diversity has an effect on purchasing decisions at the Daily Coffe.

H2 : Product design influences purchasing decisions at the Daily Coffee.

H3 : Shop atmosphere influences purchasing decisions at the Daily Coffe.

H4 : Product diversity, product design and shop atmosphere influence purchasing decisions at the Daily Coffee.

2.9. Research Conceptual Framework

This study uses two variables in it, namely, the independent variable and the dependent variable. The purposes of the two variables are:

1. Independent variable

Independent variable (Independent) is a variable that affects or causes changes in the emergence of the dependent variable. In this study, the independent variables are Product Diversity (X1), Product Design (X2), and Shop Atmosphere (X3).

2. Dependent variable

The dependent variable (Dependent) is the variable that is influenced by the change in the independent variable. In research, the dependent variable is the Purchase Decision (Y1).

Based on the description of the variables above, the theoretical framework of this study can be described as follows:

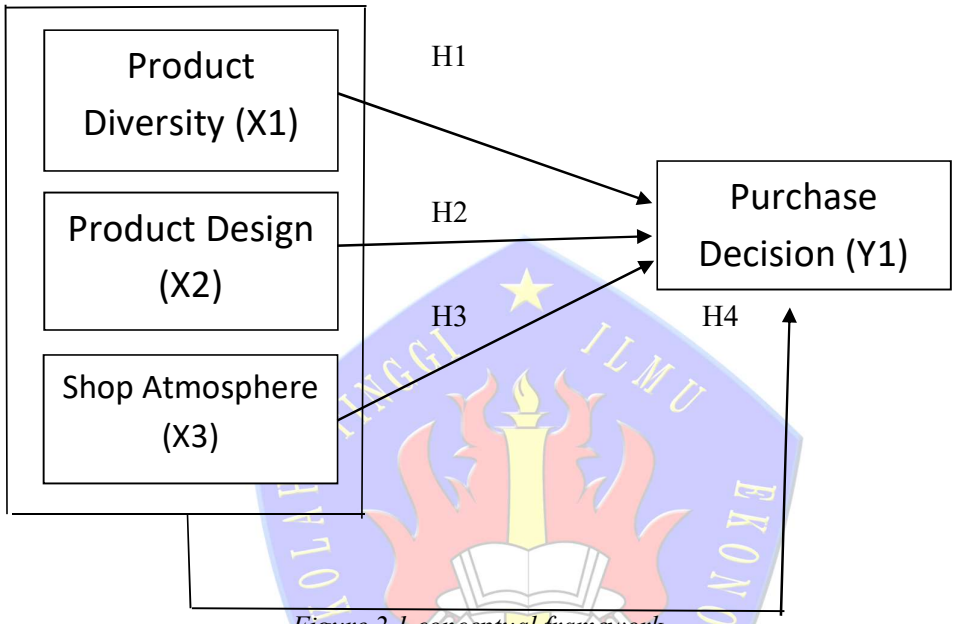

Figure 2.1 conceptual framework

Information :

X1 Y → : Product Diversity affects the Purchasing Decision.
X2 Y → : Product design affects Purchasing Decisions.
X3 Y → : Shop atmosphere affects Purchasing Decisions.
X1X2X3 Y → : Product Diversity, Product Design and Atmosphere Stores have an effect on Purchasing Decisions

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative research strategy. The associative research strategy according to Sugiyono (2014: 55) is a method of examining an object whose purpose is to determine the influence between two or more variables. In this case, the researcher intends to determine the effect of variable X1 (Product Diversity), X2 (Product Design), and variable X3 (Shop Atmosphere) on variable Y (Purchase Decision) inDaily Coffe.

3.2. Population and Sample Research

Population is a comprehensive collection of an object which is the researcher's concern. The research object can be in the form of living things, objects, systems and procedures, phenomena and others (Sugiyono, 2017: 116). The general population in this study were all consumers in the Daily Coffe Cakung - East Jakarta, while the target

population in this study were the consumers of the Daily Coffe, Cakung - East Jakarta whose exact number was unknown.

The determination of the number of samples is determined using the Margin of error formula proposed by Arikunto (2012: 75).

$$n = \frac{Z^2}{4(moe)^2} \quad \text{..... (3.1)}$$

Information :

n = number of samples

Z = the level of confidence required in determining the 95% sample So that the value of Z is 1.97

Moe = *Margin of error*, that is the maximum error rate can be tolerated, and in this study used Moe 10%

Based on the above calculations, it is obtained as follows:

$$n = \frac{(1{,}96)^2}{4(10\%)^2}$$

$$n = \frac{3{,}8416}{0{,}04} = 96.04 \approx 97$$

From the results of the above calculations, the number of samples in this study was 96.04 respondents and rounded up to 97 respondents, because the number of represented populations is increasing so that the statistical power is getting better.

3.3. Data analysis method

3.3.1. Data processing

Data processing in this study used the SPSS (Statistical Program for Science) version 22.0 program. This is done to make it easier to manage statistical data so that it can be faster and more precise.

3.3.2. How to Present Data

In presenting the data in this study in the form of a table explaining the results of the research to be tested, such as the results of the calculation of the validity and reliability tests are the analysis of the coefficient of determination of partial and simultaneous.

3.3.3. Statistical Data Analysis

Statistical analysis of the data used in accordance with the research objectives is the analysis of the correlation coefficient and hypothesis testing, partially or simultaneously. In this study using a partial correlation coefficient.Sugiyono (2014: 277) argues Partial correlation coefficient analysis is an analytical tool that can be used if there is more than one independent variable in a study. The partial correlation coefficient is calculated to determine the relationship between certain independent variables and the dependent variable with the assumption that the other independent variables are constant. The partial correlation coefficient test in this study was carried out using partial correlation analysis with the help of the SPSS version 22.0 program

The level of relationship that occurs in a correlation coefficient can be explained by using a more specific correlation coefficient interpretation table with interval spacing, as follows.

Table 3.1 Interpretation of Correlation Coefficients

Interval	Information
0.00 - 0.199	Very low

0.20 - 0.399	Low
0.40 - 0.599	Moderate
0.60 - 0.799	Strong
0.80 - 1,000	Very strong

Source: Sugiyono (2014: 192)

3.3.4. Validity Test and Reliability Test

a. Validity test

The validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal purchasing decisions. To find out whether the instrument is valid or not, you have to look for each indicator (Corrected item-Total Correlation) after it is known, then to state the value is valid or not based on Sugiyono's opinion (2014: 126) which states that the question with Corrected Item-Total Correlation greater than 0.3 is a valid question item.

b. Reliability Test

Reliability is done to test the consistency of the questionnaire measurement results. The consistency of measuring instruments is indicated by*Cronbach's alpha*. Calculation of Cronbach's alpha will be carried out using the help of the SPSS program. According to Gozhali (2014), reliability measurement can be done in two ways, namely:

1. Repeated Measure or re-measurement. A person will be asked the same question at different times, and then seen whether he is consistent with the answer or not.

2. One shot or just one measurement. measurement only once and then the results are compared with other questions or measure the correlation between the answers between questions.

The formula used is Cronbach's alpha:

$$r_{ac} = \left(\frac{k}{k-1}\right)\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

Information:
rac = instrument reliability
k = number of items
Σab^2 = number of grain variances
At^2 = total variance
A variable is said to be reliable if it provides a value (α)> 0.70 (Ghazali, 2014: 48).

3.3.5. Coefficient of Determination

The coefficient of determination (R2) is used to measure how far it is to explain the purchase decision. The coefficient of determination ranges from zero to 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. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

1. Partial Determination Coefficient (KDP)
   Anwar Sanusi (2014) in order to measure the influence of the independent variable on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

- Partial KD of product diversity on purchasing decisions
  KD1.23 = r y1.232.100%
- Partial KD of product design on purchasing decisions
  KD2.13 = r y2.132.100%
- Partial KD of shop atmosphere on purchasing decisions
  KD3.12 = ry3.122.100%

2. Multiple coefficient of determination used to determine the effect of product diversity, product design and store atmosphere on purchasing decisions simultaneously or simultaneously. The following formula will be used:

   KD123 = r y1232.100%

3. Hypothesis testing, this test is conducted to determine the effect of independent variables on the dependent variable, either partially (with the t test) or jointly (with the F test).

In this study, the influence of the independent variables on the dependent variable was seen from the coefficient of determination (KD). The KD value is the square of the value
correlation coefficient (r^2). therefore, in submitting this hypothesis testing is carried out against ρ.

1. Partial hypothesis testing
   The steps for testing the hypothesis partially are as follows:
   a. Formulate a hypothesis
      1). The effect of X1 (product diversity) on Y (purchasing decisions).
      Ho: ρy1.23 = 0: Partially, product diversity is not significant towards purchasing decisions.

      Ha: ρy1.23 ≠ 0: Partially significant product diversity on purchasing decisions.

      2). The effect of X2 (product design) on Y (purchase decision).
      Ho: ρy2.13 = 0: Partially, product design is not significant towards purchasing decisions.

      Ha: ρy2.13 ≠ 0: Partially product design is significant on purchasing decisions.

3). Effect of X3 (shop atmosphere) on Y (purchase decision)
Ho: ρy3.12 = 0: Partially, the shop atmosphere is not significant to the purchasing decision.

Ha: $\rho y3.12 \neq 0$: Partially, store atmosphere is significant towards purchasing decisions.

b. Determine the real level (α) of 5% (0.05)
c. Testing criteria
   Ho is rejected, if Significance t <0.05
   Ho is accepted, if Significance t ≥ 0.05

2. Simultaneous hypothesis testing
   Simultaneous hypothesis testing steps are as follows:
   a. Formulate a hypothesis
   - The effect of X1 (product diversity, X2 (product design), and X3 (shop atmosphere) on Y (purchase decision).

     Ho: $\rho y123 = 0$: Simultaneously, product diversity, product design and shop atmosphere are not significant to purchasing decisions.

     Ha: $\rho y123 \neq 0$: Simultaneously, product diversity, product design and store atmosphere are significant on purchasing decisions.

   b). Determine the real level (α) of 5% (0.05)
   c). Testing criteria
   Ho is rejected, if Significance F <0.05
   Ho is accepted, if Significance F ≥ 0.05
4. Calculating the value of significance F is obtained by computerized calculations using the SPSS program version 22.0.
5. If the results of hypothesis testing, either partially or simultaneously. Ho is rejected with a statement that the population correlation coefficient is significant, meaning that the value of KD can be used to explain the effect of changes in certain independent variables on the dependent variable.

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Daily Coffee is a coffee shop located on Jalan Raya St.Cakung No. 16 RW 03, Pulo Gebang, Kec. Cakung, East Jakarta City. Daily Coffee is a privately owned business that was founded in 2018 and inaugurated in 2019. The owner of the Daily Coffee Shop is named Firman Setiawan. Daily Coffee sells coffee drink products that are made by the owner and also sells several types of light / heavy meals. Daily coffee also accepts payment via OVO, which is what makes Daily Coffee attractive to the surrounding community. The access that makes Daily Coffee is also very easy, because it is located on the side of the highway and close to the train station. The majority of customers who buy products at Daily Coffee apart from young children and students are parents

4.2. Respondent Description

The following is the respondent's data in the research that has been obtained through questionnaires distributed in daily coffee shops. The sample in this study amounted to 97 respondents based on gender, age, and customer status.

Table 4.1 Respondents' Description by Gender

Gender	total	Percentage (%)

Male	58	59.80%
Women	39	40.20%
Total	97	100%

Source: Data processed (2019)

Table 4.1. Above shows that the majority of respondents are male, as many as 58 people (59.80%), and the remaining 39 people (40.20%) are female respondents. This is because the products served are dominant by men compared to types of drinks that are preferred by women such as milkshakes or fizzy ones.

Table 4.2 Respondents' Description by Age

Age	total	Percentage (%)
17-25 years	50	51.55%
25 - 35 years	29	29.90%
35 years ≥	18	18.55%
Total	97	100%

Source: Data processed (2019)

Table 4.2. above shows the majority of respondents aged17-25 years, namely 50 people (51.55%) and the lowest was 35 years ≥ 18 people (18.55%). This shows that daily coffee consumers are aged 17-25 years because the taste of coffee served in daily coffee is very diverse and the price is affordable.

Table 4.3 Respondents' Descriptions by Occupation

Profession	Number of people)	Percentage (%)
Students / i	12	12.3
Student / i	38	39.2
Employees	47	48.5
total	97	100

Source: Data processed (2019)

Based on respondents from the type of work, it was calculated that the employees were 47 people with a percentage of 48.5% in this study, maybe because the location of the Daily Coffee shop is close to the Cakung station where some employees want to calm down by drinking coffee according to they can calm the mind.

In this study, the number of respondents based on gender characteristics was male by 58 respondents (59.80%) and women by 39 respondents (40.20%). This shows that most of the respondents were male with a percentage (59.80%), while respondents based on age characteristics consisted of 50 people aged 17-25 years (51.55%), 25-35 years old as many as 29 people. (29.90%), aged> 35 years were 18 people (18.55%). This shows that most respondents are aged 17-25 years with a percentage of 51.55%. and respondents based on work consisting of 12 students (12.3%). 38 students (39.2%) and 47 employees (48.5%). This shows that most of the respondents are employees with a percentage of 48.5%.

4.4. Results of Testing Research Instruments

4.4.1. Validity test

Before analyzing the coefficient of determination, namely to determine the effect of the four variables from the results of filling out the questionnaire, the validity test was first performed. Validity testing uses the product momment formula, with the help of the SPSS version 22.0 program based on data processing, the rcount value for each research variable for the validity test is obtained which is presented in the form of a table.

Based on the calculation, it can be concluded that the validity of the instrument for the variable Product Diversity statement number 1 is valid, because the correlation value (rcount) is greater than the critical value of 0.904> 0.413).

The results of data processing for testing the validity of each statement number on other variables are carried out in the same way and are presented in the following table:

Table 4.4 Instrument Validity Per Item Variable Product Diversity (X1)

Item No	rhit	rkrit	Decision
1	0.904	0.413	Valid
2	0.911	0.413	Valid
3	0.711	0.413	Valid
4	0.838	0.413	Valid
5	0.805	0.413	Valid
6	0.538	0.413	Valid

Source: Data Processed (2020)

Table 4.5 Instrument Validity Per Item Variable Product Design (X2)

Item No	rhit	rkrit	Decision
1	0.788	0.413	Valid
2	0.648	0.413	Valid
3	0.786	0.413	Valid
4	0.758	0.413	Valid
5	0.666	0.413	Valid
6	0.751	0.413	Valid

Source: Data Processed (2020)

Table 4.6 Instrument Validity Per Item Variable Store Atmosphere (X3)

Item No	rhit	rkrit	Decision
1	0.601	0.413	Valid
2	0.721	0.413	Valid
3	0.711	0.413	Valid
4	0.720	0.413	Valid
5	0.713	0.413	Valid
6	0.686	0.413	Valid
7	0.078	0.413	Drop
8	0.630	0.413	Valid
9	0.761	0.413	Valid
10	0.131	0.413	Drop
11	0.579	0.413	Valid
12	0.627	0.413	Valid

Source: Data Processed (2020)

Table 4.7 Instrument Validity Per Item Variable Purchase Decision (Y)

Item No	rhit	rkrit	Decision
1	0.730	0.413	Valid
2	0.830	0.413	Valid
3	0.740	0.413	Valid
4	0.634	0.413	Valid

Item No	rhit	rkrit	Decision
5	0.588	0.413	Valid
6	0.714	0.413	Valid
7	0.788	0.413	Valid
8	0.796	0.413	Valid
9	0.742	0.413	Valid
10	0.862	0.413	Valid
11	0.874	0.413	Valid
12	0.739	0.413	Valid

Source: Data Processed (2020)

The tables above show that the variables Shop atmosphere (X3) there are 2 statement items that drop, while the rest are valid. Drop statement items will not be used in the research, so it can be concluded that there are 6 valid statement items in variable X1, there are 6 valid statement items in variable X2, there are 10 valid statement items in variable X3, and there are 12 statement items which valid on variable Y.

4.4.2. Reliability Test

After doing the validity test, valid statement items are then tested for reliability. The reliability test was carried out with the Cronbach Alpha formula> 0.60. The results of the reliability testing of the three variables are as follows.

Table 4.8 Reliability test results for variables of Product Diversity, Product Design, Store Atmosphere, and Purchase Decisions

Variable	Reliability Test Results	Cronbach Alpha	Decision
Purchase Decision (Y)	0.931	0.60	Reliable
Product Diversity (X1)	0.879	0.60	Reliable
Product Design (X2)	0.828	0.60	Reliable
Shop Atmosphere (X3)	0.869	0.60	Reliable

Source: Data Processed (2020)

Based on the table above, it can be stated that the three variables are reliable and can be used for research.

4.5. Statistical Analysis of Data

4.5.1. Analysis of the coefficient of determination

a. Partial determination coefficient

1) Partial determination coefficient between (X1) Product Diversity against (Y) Purchase Decision

Based on the results of data processing with SPSS software, the partial correlation coefficient between X is obtained$_1$ with Y equal to 0.878. Thus the coefficient of determination of Product Diversity on Purchasing Decisions can be calculated as follows:

$KD_{1,232}$= ry1.232 x 100%

= 0.878^2 x100%

= 0.7708 x 100% = 77.08%

The coefficient of determination of Product Diversity is 77.08%. It can be interpreted that the effect of product diversity on purchasing decisions is 77.08%.

2) Partial determination coefficient (X2) Product Design on (Y) Purchase Decision

Based on the results of using the data, the partial correlation coefficient of X2 and Y is 0.920. Thus the coefficient of determination of Product Design on Purchasing Decisions can be calculated as follows:

KD2.132 = ry2.132 x 100%
= 0.9202 x 100%
= 0.8464 x 100% = 84.64%

The coefficient of determination of Product Diversity is 84.64%. It can be interpreted that the effect of Product Design on Purchasing Decisions is 84.64%

3) Partial determination coefficient (X3) Shop Atmosphere to (Y) Purchase Decisions

Based on the results of data management for the partial correlation coefficient X3 to Y of 0.635. Thus the coefficient of determination of Shop Atmosphere on Purchasing Decisions can be calculated as follows:

KD3.122 = ry 3.122 x 100%
= 0.7822 x 100%
= 0.6115 x 100% = 61.15%

The coefficient of determination of Product Diversity is 61.15%. It can be interpreted that the influence of shop atmosphere on purchasing decisions is 61.15%.

b. Simultaneous coefficient of determination

To determine the degree of closeness of the influence between the variables of Product Diversity, Product Design, and Shop Atmosphere on Purchasing Decisions, a simultaneous coefficient of determination analysis was carried out.

The calculation obtained data is paired with SPSS 22.0, the simultaneous coefficient of determination is obtained as follows:

Table 3. 2 Simultaneous Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 947a	, 898	, 894	1,83479

a. Predictors: (Constant),shop atmosphere, Product Diversity, Product Design

Source: Data Processed (2020)

Based on the results of the above processing using the SPSS Model Summary output, the amount of Adjusted R Square is 0.894. The coefficient of determination was 89.8%, meaning that there was a relationship betweenProduct Diversity, Product Design and Shop Atmosphere. While the rest (100% - 89.8% = 11.2%) is influenced by other variables not examined in this study.

4.5.2. Hypothesis test

4.5.2.1. Partial hypothesis testing (t test)

The t test is used to test the hypotheses that are partially studied. The following is a table of the results of the t test analysis on the variables in this study.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,868	1,566		1,831	, 070
	Product Diversity	, 502	, 110	, 292	4,567	, 000
	Product Design	, 959	, 116	, 543	8,300	, 000
	Shop atmosphere	, 251	, 069	, 181	3,619	, 000

a. Dependent Variable: Purchase Decision

1. Effect of X1 (Product Diversity) on Y (Purchase Decision)

Based on data processing with *software*SPSS 22.0 obtained a significance value of 0.000 t. According to the criteria specified in Chapter III, if the significance value is ≥ α then H0 is accepted and Ha is rejected with α = 5% (0.05). Based on the calculation results, it can be seen that the significance of t (0.000) <0.05, therefore it can be said that Ha is accepted and H0 is rejected. So it can be concluded that partially there is a significant positive effect between Product Diversity on Purchasing Decisions.

2. Effect of X2 (Product Design) on Y (Purchase Decision)

Based on data processing with SPSS 22.0 software obtained a significance value of 0.000 t. According to the criteria specified in Chapter III, if the significance value is ≥ α then H0 is accepted and Ha is rejected with α = 5% (0.05). Based on the calculation results, it can be seen that the significance of t (0.000) <0.05, therefore it can be said that Ha is accepted and H0 is rejected. So it can be concluded that partially there is a significant positive effect between Product Design on Purchasing Decisions.

3. The Effect of X3 (Store Atmosphere) on Y (Purchase Decision)

Based on data processing with SPSS 22.0 software, the t significance value is 0.000. According to the criteria specified in Chapter III, if the significance value is ≥ α then H0 is accepted and Ha is rejected with α = 5% (0.05). Based on the calculation results, it can be seen that the significance of t (0.000) <0.05, therefore it can be said that Ha is accepted and H0 is rejected. So it can be concluded that partially there is a significant positive influence between Store Atmosphere on Purchasing Decisions.

4.5.2.2. Simultaneous hypothesis testing (Test F)

Results of the F-test between Product Diversity, Product Design, and Store Atmosphere on Purchasing Decisions.

Table 1 Simultaneous Hypothesis Test Results

ANOVAb

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2747,827	3	915,942	272,080	, 000a
	Residual	313,080	93	3,366		
	Total	3060,907	96			

a. Predictors: (Constant), Shop Atmosphere, Product Diversity, Product Design
b. Dependent Variable: Purchase Decision

H0: P123 = 0: Simultaneously there is no positive and significant influence between Product Diversity, Product Design, and Shop Atmosphere on Purchasing Decisions.

H0: P123 ≠ 0: Simultaneously there is a positive and significant influence between Product Diversity, Product Design, and Shop Atmosphere on Purchasing Decisions.

The simultaneous ANOVA test results are in Table 4.9. obtained a significance F value of 272.080 with a probability of 0.000. Because the probability is much smaller than 0.05, the regression model can be used to predict the Purchasing Decision between Product Diversity, Product Design, and Shop Atmosphere on Decisions or it can be said that Product Diversity, Product Design and Shop Atmosphere jointly influence the Purchasing Decision. .

4.6. Research Findings

1. In the results of hypothesis testing that partially Product Diversity (X1) has a significant effect on Purchasing Decisions (Y).
   The results of this study are in line with what Lela Agustina (2017) did, entitled "The Influence of Shop Atmosphere and Product Diversity on Purchasing Decisions of Consumer Toserba Maya in Randublatung District, Blora Regency. Lela Agustina concluded that partially there is a significant positive influence between product diversity on purchasing decisions for Toserba Maya consumers in Randublatung District, Blora Regency. Besides Lela Agustina, similar research is also supported by Reza Dani Prastika and Sugiono (2017) in their research entitled "The Effect of Service Quality and Product Diversity on Purchasing Decisions at Leopard Cafe Way Jepara, East Lampung".
2. In the results of testing the hypothesis that partially Product Design (X2) has a significant effect on Purchasing Decisions (Y).
   The results of this study are different from those carried out (Desan Henriawan, 2015), concluding that Product Diversity (X1) has a positive and significant effect

on Purchasing Decisions. From the results of the coefficient of determination obtained, Product Diversity on Purchasing Decisions is 100%.

3. On the results of testing the hypothesis that partially Store Atmosphere (X3) has a significant effect on Purchasing Decisions (Y).

   The results of this study are similar to those conducted by Tsurayya Munira (2017) in his research entitled "The Influence of Store Atmosphere on Purchase Decisions at Selasar Bandung Coffee". Tsurayya Munira concluded that partially Store Atmosphere has a positive and significant effect on Purchasing Decisions. These results are also supported by research entitled "The Effect of Product Quality, Shop Atmosphere, and Service Quality on Purchasing Decisions at KFC Bahu Mall Manado" by Yumi Febiola Merentek (2016). He concluded that there is a significant influence between Store Atmosphere on purchasing decisions. In line with the researchers above, Riaz Hussain &

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research and discussion described in the previous chapter, the following conclusions can be drawn:

1. Partially there is a significant influence between Product Diversity (X1) on Purchasing Decisions (Y). This shows that the higher the level of product diversity, the higher the customer's purchasing decision.
2. Partially there is a significant influence between Product Design (X2) on Purchasing Decisions (Y). This shows that the higher the level of product design, the higher the customer's purchasing decision.
3. Partially there is a significant influence between Store Atmosphere (X3) on Purchasing Decisions (Y). This shows that the higher the level of the shop atmosphere, the higher the customer's purchasing decision.
4. Simultaneously, Product Diversity, Product Design and Store Atmosphere have a significant influence on Purchasing Decisions. Therefore, the synergy between these three variables will increase purchasing decisions.

5.2. Suggestion

Based on the conclusions that have been described, the researcher provides several suggestions for the Daily Coffee Shop as a consideration for future decision making, which are as follows:

1. The owner of the Daily Coffee Shop is advised to add to their product lines, both through product diversification and product differentiation. The addition of this product line will increase the level of product diversity that makes consumers interested in making purchasing decisions. This will have implications for the increase in sales of the Daily Coffee Shop.
2. The owner of the Daily Coffee Shop is advised to design their products as attractive as possible in order to attract visitors to make purchases. The product design includes various aspects, from packaging to the content and taste of the products served at the Daily Coffee Shop. Thus, the Daily Coffee Café will increase its sales.
3. Owners of the Daily Coffee Shop are advised to strengthen the atmosphere of the Daily Coffee Shop in order to attract potential customers to visit the Daily Coffee Shop. Strengthening the store atmosphere can include cleanliness, light intensity, layout, and so on to strengthen the store atmosphere of the Daily Coffee Shop. Thus, many potential buyers will be interested in visiting the Daily Coffee Shop.

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