THE EFFECT OF PRODUCT VARIATION, SERVICE QUALITY AND FACILITIES ON CONSUMER PURCHASING DECISIONS OF MIE AYAM HOTPLATE IN SURAKARTA

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Abstract: *This study aims to determine whether product variations, service quality, and facilities have an effect on purchasing decisions at Mie Ayam Hotplate in Surakarta and analyze which variables are the most dominant in influencing purchasing decisions. In this study, the population refers to consumers of Mie Ayam Hotplate with a sample of 100 respondents. Activity method used quantitative. The analysis carried out included multiple linier regression and hypothesisi testing. Based on the results of data analysis, it can show that product variations have a positive and significant effect on purchasing decisions, this is evidenced in statistical analysis where the regression coefficient of product variation (b1) is 0,226 and t count > t table is 3,241 > 1,985 and sig t 0,000 < 0,05. Service quality has a positive and significant effect on decisions, this is evidenced in statistical analysis that the regression coefficient value of purchase decisions (b2) is 0,376 and t count > t table is 2,257 > 1,985 and sig 0,015 < 0,05. Facilities have a positive and significant effect on purchasing decisions, this is evidenced in statistical analysis where the facility regression coefficient (b3) is 0,404 and t caount > t table is 2,671 > 1985 and sig 0,000 < 0,05.*

Keywords : *Product Variations, Service Quality, Facilities, Purchasing Decisions*

1. Introduction

In the current era of globalization, Indonesia has developed quite rapidly in all aspects, including in the culinary field. Free world trade has resulted in many companies emerging and developing in Indonesia. This development has increased dependency and has also sharpened competition between companies, both domestic and domestic companies, including in the culinary field (Faradisa Isti, H Leonardi Budi, and Minarsih Maria M, 2016).

Companies are not only trying to get new customers but also trying hard to retain the customers they already have. Therefore, companies need to build a good marketing strategy. Marketing is a total system of business activities designed to plan, determine prices, promote, distribute goods that can satisfy desires and achieve target markets and company goals. The strategy that must be carried out in an effort to achieve marketing targets starts from within the company, especially the products created by the company (Efnita Titik, 2017).

The practical lifestyle of modern society makes it difficult for modern society to avoid fast food. Fast food is an option for people who don't have time to serve their own food (Peter, Zamhari, and Miranda Lona, 2018).

Having a new and foreign menu is their first step in attracting customers and one of their marketing tactics to attract customer interest. The emergence of new menus is expected

to provide a good serve for consumers, this is done so that customers do not move to another place and still feel comfortable at Mie Ayam Hotplate. Moreover, a well-known image can of course be a plus point in attracting consumers (Faradisa Isti, H Leonardo Budi, and Minarsih Maris M, 2016).

Product variation or product diversity is not new in the marketing world, where this strategy is widely used by marketing practitioners in their product launch activities. Products are everything that can be offered to the market to get attention, buy, use, or consume and can satisfy wants or needs (Efnita Titi, 2017).

Service quality can be defined as the overall characteristics and characteristics of a product or service in terms of its ability to meet specified or latent needs. If the services they receive or enjoy are far below what they expect, people will lose interest in the provision of these services or services. Conversely, if the services they enjoy meet or exceed the level of importance, they will tend to use the service product or service (Widodo, Minarsih M Maria, and Warso M Mukeri, 2016).

Facility is a service provided by a business to support consumer activities. If a business has adequate facilities and meets standards, this can satisfy consumers and be able to attract new consumers through the good experiences of previous consumers (Abriansyah and Nurdin Herry, 2020). The existence of facilities will certainly support customer activities, good facilities and meet customer needs will definitely be taken into consideration by consumers in choosing a restaurant (Faradisa Isti, H Leonardo Budi, and Minarsih Maria M, 2016).

The benefits of purchasing decisions can create harmonious influence between the company and consumers, provide a good basis for purchasing decisions and form a word of mouth recommendation that can benefit the company (Efnita Titik, 2017). The consumer's decision is a decision to buy a product after previously thinking about the feasibility of buying that product by considering the information that consumers know with the realization about the product after the consumer has seen it (Peter, Zamhari, Miranda Lona, 2018).

Based on the description above, the factors that influence purchasing decisions have been previously proven by previous researchers. Research on product variations on purchasing decisions is in line with those conducted by previous researchers, including Peter, et al. (2018) which states that product variations have a positive and significant effect on purchasing decisions. Gumelar Kamanda Tri, et al. (2015) also stated that product variation has a positive and significant effect on purchasing decisions.

Research on the service quality of purchasing decisions is in line with that conducted by previous researchers, including Adhitama Muhammah Hendri (2018) which states that service quality has a positive and significant effect on purchasing decisions. Gumelar Kamanda Tri, et al. (2015) also have an effect that service quality has a positive and significant effect on purchasing decisions.

Research on purchasing decision facilities is in line with those conducted by previous researchers including Abriansyah and Nudin Herry (2020) who state that the influence has a positive and significant effect on purchasing decisions.

2. **Research Method**
   This research model describes product variations, service quality and facilities for purchasing decisions. The method used is quantitative. The object is consumers who buy Chicken Hotplate Noodles in Surakarta for 3 months in November 2020 - January 2021. Sampling was done by using purposive sampling technique, for data collection techniques using questionnaires, observation and documentation. The data analysis technique is using instrument test, classical assumption, multiple linear analysis, t test, F test.
   Based on above explanation, the hypothesis is drawn as follow:
   H1. There is a positive and significant effect of product variation, service quality and facilities on purchasing decisions for Mie Ayam Hotplate in Surakarta.
   H2. There is a positive and significant effect of product variation on consumer purchasing decisions for Mie Ayam Hotplate in Surakarta.
   H3. There is a positive and significant effect of service quality on consumer purchasing decisions of Mie Ayam Hotplate in Surakarta
   H4. There is a positive and significant effect of facilities on consumer purchasing decisions for Mie Ayam Hotplate in Surakarta.
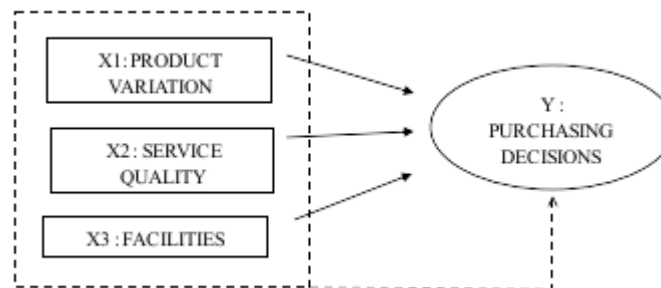

Figure 1
Research Framework

3. **Results and Discussion**
   Test Instrument Data
   a. **Validity Test**
      The validity test in this study was carried out by taking a sample of 20 respondents first, where the sample had a value of r table 0.444 in the statistical results of all items declared valid because tcount> rtabel.
   b. **Reliability Test**
      Reliability test is declared reliable if a variable has a Cronbach Alpha value greater than 0.60, conversely if the Cronbach Alpha value is less than 0.60 then the variable is declared not a variable.

Table 1. Reliability Test

No	Variable	Cronbach's Alpha	Information
1.	Purchasing Decisions	0,937	Reliability
2.	Product Variation	0,878	Reliability
3.	Service quality	0,956	Reliability
4.	Facilities	0,919	Reliability

Source: Primary Data Processed 2020

Based on the results of the reliability test above, it can be concluded that the data used has a reliable distribution, it can be seen that the reliability coefficient (Cronbach Alpha) shows a value> 0.60.

Test Data Analysis
a. **Normality Test**
Based on the results of the histogram graph, the PP Plot Of Regression Standardized Residual shows the data distribution points are located around a straight line (not scattered far from a straight line), so it can be stated that the regression model is normally distributed and based on test results using One Sample Kolmogorov Smirnov shows Asymp Sig (2 tailed) of 0.501> 0.05, this indicates that the regression model is normally distributed.

b. **Multicolinearity Test**
The multicolinearity test results show that all independent variables have a tolerance value greater than 0.10 and VIF less than 10, so it can be concluded that the regression model in this study does not occur multicolinearity.

Table 2. Muliticolinearity Test

Variable	*Tolerance*	VIF	Informatioan
Product Variation	0,451	2,219	Multicolinearity does not occur
Service Quality	0,287	3,478	
Facilities	0,317	3,158	

Source: Primary Data Processed 2020

Based on the results of the multicolinearity test, it is known that the product variation variable has a tolerance value of 0.451 and a VIF of 2.219, while the service quality variable has a tolerance value of 0.287 and a VIF of 3.478, and the facility variable has a tolerance value of 0.317 and a VIF of 3.158. So it can be concluded that there is no multicollinearity in this model because all VIF values <10 and tolerance values> 0.1.

c. **Heterokedacity Test**
How to detect whether heteroscedasticity occurs or not is by using the Glejser test method. To detect the presence or absence of heteroscedasticity seen from the probability value of each independent variable. If probability> 0.05 means heteroscedasticity does not occur, conversely if probability <0.05 means heteroscedasticity occurs.

Table 3. Heterokedacity Test

Variable	T	Sig	Information
Product Variation	0,545	0,587	Heterokedacity does not occur
Service Quality	0,154	0,878	
Facilities	0,915	0,362	

Source: Primary Data Processed 2020

From the results of the heteroscedasticity test in table 3 above, the values of all research models show a sig> 0.05, it can be concluded that the research model does not experience heteroscedasticity.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysisi

Variable	Koefisien Regresi (B)	T	Sig
Constant	8,339		
Product Variation	0,226	3,241	0,000
Service Quality	0,376	2,257	0,015
Facilities	0,404	2,671	0,000

Source: Primary Data Processed 2020

Based on the regression results, the regression line equation is as follows :
$Y = 8{,}339 + 0{,}226 X_1 + 0{,}376 X_2 + 0{,}404 X_3 + e$
Based on the above equation, it can be explained that if X_1, X_2, and X_3 are equal to zero, then the Y value (Purchase Decision) is 8.339. Meanwhile, the regression coefficient value for each research variable is explained as follows:
a. If the variable X_1 (Product Variation) increases one unit, the variables X_2 (Service Quality), and X_3 (Facilities) are constant, then the Y value will change up by 0.226.
b. If the variable X_1 (Service Quality) increases by one unit, the variables X_2 (Product Variation), and X_3 (Facilities) are constant, then the Y value will change up by 0.376.
c. If the variable X_1 (Facilities) increases one unit, X_2 (Service Quality), and X_3 (Product Variation) are constant, then the Y value will change up by 0.404.

Hypothesis Testing
a. F Test (Simultaneous Test)

Table 5. F Test

Model	Sum of Square	Df	Mean of Square	F	Sig.
Regression	733,198	3	244,399	36,720	0,000
Residual	630,362	96	6566		
Total	1363,560	99			

Source: Primary Data Processed 2020

The results of the analysis obtained, the value of Fcount 36,720> 2,699, Sig 0,000 <0.05, then Ha is accepted, meaning that variation, product, service quality, and facilities have a significant and simultaneous effect on purchasing decisions.

b. **T Test (Partial Test)**

Table 6. t Test

Varible	tcount	t_{table}	Sig.	Informatioan
Product Variation	3,241	1,985	0,000	Ho ditolak
Service Quality	2,257	1,985	0,015	Ho ditolak
Facilities	2,671	1,985	0,000	Ho ditolak

Source: Primary Data Processed 2020

Explanation of the results of the t test for each independent variable is as follows: 1) The statistical results of the t test for the product variation variable obtained tcount of 3.241 and sig 0.000. Then the tcount value is 3.241> 1.985, sig 0.000 <0.05, so product variations have a positive and significant effect on purchasing decisions. 2) The statistical results of the t test for the variable quality of service obtained tcount of 2.257 and sig 0.015. Then the tcount value is 2.257> 1.985, sig 0.015 <0.005, so service quality has a positive and significant effect on purchasing decisions. 3) The results of the t test statistics for the facilities obtained tcount of 2.671 and sig 0.000. Then the tcount value is 2.671> 1.985, and sig is 0.00. Then the tcount value is 2.671> 1.985, sig 0.000 <0.005 so the facility has a positive and significant effect on purchasing decisions.

Discussion
a. **F Test (Simultaneous Test)**
Simultaneously, it has a positive effect on the three free variables, namely Product Variation (X1), Service Quality (X2), and Facilities (X3), which together affect the dependent variable, namely Purchase Decision (Y). This means that the three independent variables support each other towards the changes that occur in the dependent variable. This is because product variations, service quality, facilities are factors that become consumer purchasing decisions.

b. **T Test (Partial Test)**
1) Effect of Product Variations on Purchasing Decisions Based on the test results with the t test, it is known that there is a positive and significant effect of product variation on purchasing decisions. This shows that the existence of good product variations will lead to a purchase decision at Mie AyamHotplate. Research on product variations on purchasing decisions is in line with that conducted by previous researchers including Peter, et al (2018) which states that product variations have a positive and significant effect on purchasing decisions.

2) The Effect of Service Quality on Purchasing Decisions Based on the results of the t test it is known that there is a positive and significant effect of service quality on purchasing decisions. This shows that the existence of good service quality will lead to purchasing decisions at Mie Ayam Hotplate. Research on service quality on purchasing decisions is in line with that conducted by previous researchers including Adhitama Muhammah Hendri (2018) which states that service quality has a positive and significant effect on purchasing decisions.

3) Effect of Facilities on Purchasing Decisions Based on the results of the t test it is known that there is a positive and significant effect of the facility on purchasing decisions. This shows that with good facilities it will lead to purchasing decisions at

Mie Ayam Hotplate. Research on facilities for purchasing decisions is in line with those conducted by previous researchers including Abriansyah and Nudin Herry (2020) who state that facilities have a positive and significant effect on purchasing decisions.

4. Conclusions and Suggestions

Conclusion

Based on the F test of product variations, service quality, facilities simultaneously have a positive and significant effect on the purchasing decision of Mie Ayam Hotplate. Based on the t test shows that product variation, service quality, and facilities partially have a positive and significant effect on the purchasing decision of Mie Ayam Hotplate.

Suggestion

Based on the conclusions obtained in this study, the suggestions that can be conveyed are, it is hoped that the Mie Ayam Hotplate is able to maintain, develop, and increase the variety of existing products, be able to improve and maintain the quality of service and facilities available in order to improve consumer purchasing decisions for Mie Ayam Hotplate. . For further researchers, it is suggested to expand other research variables. Because there are still research variables that influence purchasing decisions such as celebrity endorsement, promotions and others.

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