

ABSTRACT

In the era of globalization, the business world continues to develop, this is indicated by the increasing level of competition in marketing products and services to consumers. Business people compete with each other in marketing the products they offer in order to meet the needs and desires of consumers. In the fast-paced competition, many business actors try to win the competition by taking advantage of existing business opportunities and trying to implement the right marketing strategy in order to dominate the market.

The purpose of this study is to find out how respondents respond to product variations at Warung Ngombe, to find out how respondents respond to prices at Warung Ngombe, to find out how respondents respond to locations in Warung Ngombe, to find out how respondents respond to purchasing decisions at Warung Ngombe, to knowing the magnitude of the influence of Product Variations on Purchasing Decisions at Warung Ngombe, to determine the magnitude of the effect of Price on Purchasing Decisions at Warung Ngombe, to determine the magnitude of the influence of Location on Purchasing Decisions at Warung Ngombe, to determine the magnitude of the influence of Location on Purchasing Decisions at Warung Ngombe.

The results showed that the variable of product variation had an effect on purchasing decisions by 0.000 less than 0.05, where the t test results showed that the t value was 3.195. This means that H_0 is rejected and H_a is accepted. So it can be concluded that the better the product variation, the higher the purchasing decision for the customer of Warung Ngombe coffee shop in Jogjakarta. The price variable has a significant effect on the purchase decision by 0.000 less than 0.05, where the t test results show that the t count is 2.976. This means that H_0 is rejected and H_a is accepted. So it can be concluded that the more appropriate the price offered, the higher the purchasing decision for customers of Warung Ngombe coffee shop in Jogjakarta. The location variable has a significant effect on the purchase decision by 0.000, which is greater than 0.05, where the t test results show that the t count is 0.691. This means that the location affects the purchasing decisions of the Warung Ngombe coffee shop customers in Jogjakarta. Based on the results of the F test, it can be seen that the value of F is calculated at F count at 3.105 with a significance level of 0.000. This shows that $F \text{ count} > F \text{ table}$ ($3.105 > 2.42$) and the value of Sig < 0.05 ($0.000 < 0.05$). The hypothesis in this study H_0 is rejected and H_a is accepted, which means that product variations, prices, and locations are significant simultaneously or together on purchasing decisions at Warung Ngombe coffee shop customers in Jogjakarta.

Keywords: Product Variation, Location, Price, Purchase Decision.