



## THE ATTRACTIVENESS OF PRODUCT VARIATION, AND CLEANLINESS: ITS INFLUENCE ON PURCHASING DECISIONS AT SYAKILA BAKERY BENGKULU

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Article info	ABSTRACT
<p><b>Corresponding Author:</b></p> <p>Efan Tri Ahsyar  <a href="mailto:efantriahsvr@gmail.com">efantriahsvr@gmail.com</a>            Department of Management,            University of Muhammadiyah            Bengkulu</p>	<p>This study aims to determine which factors are the most dominant in influencing purchasing decisions, the study was conducted briefly in November 2024. The sample of this study were consumers who had purchased products and knew Syakila Bakery. This study used a quantitative method on 25 respondents. The sampling technique was accidental sampling, the method used in this study was a quantitative method with Multiple Linear Regression analysis using SPSS 25 for windows. Based on the results of multiple linear regression, the regression equation form is <math>Y = 3.195 + 8.805 (X1) + 6.175 (X2)</math>. The results of the study and the hypothesis in this study indicate that the variables of product variation and cleanliness have an attractiveness and have a positive effect, both partially and simultaneously, on purchasing decisions at Syakila Bakery</p> <p><b>Keywords:</b> <i>Product Variety, Cleanliness and Purchasing Decisions</i></p>
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### INTRODUCTION

The development of the business world today is increasingly rapid, accompanied by tight competition which is a big challenge for every business actor to maintain market share and seize consumers from competitors. In facing this challenge, business actors, especially in the food industry, are required to always be sensitive to changing trends and consumer demands that continue to change. Every company needs to understand the importance of purchasing decisions as a major factor in maintaining business continuity and success.

During increasingly tight competition, various companies with the best quality have emerged, trying to win the hearts of consumers with the aim of controlling market share in each industry segment. Therefore, creating a positive perception of the product is very important. This positive perception influences consumers' decisions to buy products and can make consumers willing to spend money on products they like.

Syakila Bakery as one of the growing bakery businesses, must be able to meet consumer expectations for the variety of products offered. In the culinary world, product variation plays a big role in attracting consumer interest. Product variation refers to products that have different

designs or types produced by a company. This variation can be done through various aspects, such as differences in size, price, appearance, to the choice of flavors offered by beverage business actors (Krismonanda & Iskandar, 2021). The variety of products offered not only includes the type of cake or bread, but also the texture, shape, and taste that suit consumer tastes. Unique and quality variations are very important characteristics for consumers in choosing bakery products. The addition of new flavor variants, such as pandan flavor, as well as additional toppings and other flavors are designed to increase consumer appeal. (Suwirmayanti et al., 2021). The right variation can increase the added value of the product, while providing more satisfaction to customers.

In addition to product variety and cleanliness or hygiene are equally important factors in consumer purchasing decisions. Healthy food, cleanliness, and freedom from contamination are top priorities for consumers who want to ensure that the products they consume are safe and of high quality. Cleanliness is an important factor that greatly influences purchasing decisions in restaurants. Customers generally want a clean place to eat, know who prepared the food, use quality raw materials, go through a hygienic processing process, and be in a healthy environment free from germs. (Mentu et al., 2023). Well-maintained cleanliness does not only cover the production process, but also the packaging and presentation of the product. If cleanliness is well maintained, it will create customer trust and loyalty to the product.

Consumer purchasing decisions are influenced by the extent to which their expectations of products and services are met. Purchasing decisions are a process in which consumers recognize their problems, seek information about certain products or brands and evaluate each alternative to solve their problems, which then leads to a decision. (Mentu et al., 2023). Consumer decisions are the process of selection by consumers from various available alternatives to determine the product that best suits their needs and desires. (Sari, 2021). Satisfaction created from purchases made can result in repeat purchases and create ongoing customer loyalty. This satisfaction, in turn, can expand market share and increase company profitability.

As a bakery that is trying to maintain its existence in a competitive market, Syakila Bakery must continue to innovate and pay attention to factors that influence purchasing decisions. One of them is by presenting product variations that can attract consumers' attention. In addition, maintaining cleanliness in every stage of production and service is the key to ensuring customer satisfaction which leads to purchasing decisions and building a good reputation in the eyes of consumers.

Seeing the importance of the things that have been explained above, the researcher is interested in researching the Attraction of Product Variations, and Cleanliness: Their Influence on Purchasing Decisions at Syakila Bakery Bengkulu. This study will provide a deeper picture of the influence of product variations, and cleanliness on consumer purchasing decisions.

### **Product Variations**

Product variations are generally applied to create a variety of products offered by producers to consumers. Product variations are one of the factors that consumers consider in purchasing interest before choosing consumer purchasing decisions. (Putri & Firmansyah, 2022). Product variation is defined as a separate unit within a brand or product line that can be distinguished by size, price or other characteristics. The more diverse the number and types of products sold in the market, the more consumers will feel satisfied and make purchases on the product. This shows that product variation can increase consumer purchasing decisions (Kotler,

2012 in (Putri & Firmansyah, 2022). Variation is a product or service that is perceived by customers as a new product or service. Simply put, variation can be interpreted as a breakthrough related to new products. The definition of variation is the development and implementation of new ideas by people within a certain period which is carried out through various transaction activities within a certain organizational structure.

Product variations have various impacts that will affect purchasing decisions. Product variants that are diverse in number and type will be able to satisfy consumers so that consumer desire to buy the product will also increase (Efendi, 2018 in Kalsum & Usuli, 2021). Product variation is a suitable product to choose if the manufacturer intends to utilize product flexibility as a competitive strategy with manufacturers such as standard products, this can be distinguished based on Size, Price, and Appearance (Tjiptono 2012). According to Indrasari, 2019 in the study (Son, 2022) There are several factors that influence product variations, including:

1. Needs group, The core needs that underlie the existence of a product group.
2. Product group, all product classes that can meet core needs quite effectively.
3. Product class, A group of products within a group that are considered to have certain functional relationships.
4. Product line, A group of products within a product class that are closely related, because they function in a similar way or because they are sold to a given consumer group or because they are marketed through same distribution channels, or because they are on the same scale.
5. Product Type, A product type is an item or thing that is in a product line and has a certain form from among many possible forms.
6. Brand, A brand is a name that can be associated with one or more goods or things seen in a product line and is used to identify the source or characteristics of those goods/things.
7. Types of products, A product type is something specific within a brand or product line that can be distinguished by size, price, appearance, or other attributes.

According to (Ichsanudin & Purnomo, 2021) Product variations have several indicators as follows:

1. Characteristics of a product the product presented has its own characteristics, starting from uniqueness or things that make the product different from other products.
2. Product Size The diversity of product sizes supports consumer selection according to their purchasing power.
3. The product prices vary and can be selected according to the consumer's purchasing power.
4. Product Appearance Attractive and varied product appearance according to consumer needs.
5. Product Attributes Products have attributes that are attractive to consumers.

Research result (Njoto, 2016) revealed that the product variation variable has a significant influence on Bumi Anugerah consumer purchasing decisions. Multiple linear regression analysis using SPSS data shows that the variable influences purchasing decisions, both individually (partially) and simultaneously. According to (Krismonanda & Iskandar, 2021) The results of the study indicate that the variables of product variation and brand image have a simultaneous and partial influence on purchasing decisions at Susu Setia in Tenggara. From the theory that has been explained above and based on previous research, the following hypothesis is proposed in this study: H1: It is suspected that the product variation variable has a significant influence on purchasing decisions at Syakila Bakery.

## **Cleanliness**

In the culinary business, cleanliness is one of the main factors that influence consumer trust and decisions. Food hygiene is closely related to health, because clean food is food that is free from germs and toxins that can harm human health. However, processed foods often have weaknesses in terms of safety against biological, chemical, and physical threats. This can be caused by low quality of raw materials, lack of application of adequate processing technology, suboptimal sanitation practices, and low worker awareness in maintaining food hygiene.

According to Law of the Republic of Indonesia No. 18 of 2012 concerning Food, food safety is the condition and steps taken to prevent food from possible contamination by biological, chemical, or other materials that can endanger human health. In addition, food safety must also be in accordance with the religion, beliefs, and culture of the community so that it is safe for consumption. Cleanliness is an important factor that influences purchasing decisions, especially in certain areas, because buyers want a healthy, clean and disease-free place to get their special needs.(Mentu et al., 2023). Cleanliness plays an important role in influencing purchasing decisions in restaurants. Customers generally have the same expectations regarding the cleanliness of the restaurant, who prepares the food, the quality of the raw materials, the processing process, and a healthy and germ-free environment. In addition, environmental cleanliness is also an indicator of the quality of life of the community. Communities that prioritize environmental cleanliness are considered to have a better quality of life compared to those who pay less attention to it.(Mentu et al., 2023)

Thus, cleanliness in food processing not only affects product quality, but is also an important responsibility to maintain consumer health and build trust in the products offered. Cleanliness also has several objectives, the objectives of cleanliness according to Permenkes No. 3 of 2014 on food are as follows:

1. Ensuring food safety and hygiene.
2. Prevent the spread of disease outbreaks.
3. Prevent the circulation of food products that are detrimental to society
4. Reduces the level of damage or decay in food.

Meanwhile, according to Yuliarsih 2002 in research(Syaeful Amri, 2014)The indicators of cleanliness are:

1. Have a clean location or place.
2. Have good sanitation or hygiene facilities.
3. Store and serve food in a clean manner.
4. Have high processing standards.

In the culinary business world, factors such as cleanliness are important elements that influence consumer purchasing decisions. Based on the results of research conducted(Mentu et al., 2023)shows that cleanliness, product appearance, and facilities simultaneously have a significant positive influence on consumer purchasing decisions at Rumah Makan Midal Tanta Rosye. From the theory explained above and based on previous research, the following hypothesis is proposed in this study: H1: It is suspected that cleanliness variables have a significant influence on purchasing decisions at Syakila Bakery.

## **Buying decision**

According to(Ernawati, 2019)Purchase decision is the stages of the purchasing process where consumers actually make a purchase. Purchase decision is a process of making decisions to buy something, including choosing what to buy and what not to buy. According to(Kotler &

Armstrong 2016), The decision to purchase taken by the buyer is actually a collection of a number of decisions. Meanwhile, according to(Yulia et al., 2020), that consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them.

According to(Marlius & Mutiara, 2022)Good marketing results will have a positive impact on consumer decisions to buy products offered by the company. Purchasing decisions are actions or activities carried out by prospective buyers after comparing various products or services and deciding which one they want to buy. When consumers decide to buy a product or service, they combine their knowledge to choose two or more available product alternatives that are influenced by various factors, such as quality, price, location, promotion, ease of service, and others. When consumers are aware of the fulfillment of their needs or desires, they begin to realize the problems that exist(Irwansyah et al., 2021).

The author concludes from several definitions above that purchasing decisions are ideas about how consumers, whether individuals, groups or organizations, assess and choose between various alternatives and make decisions that are considered the most profitable.

Purchasing decision indicators according to Kotler & Armstrong (2016) state purchasing decisions as follows:

1. Product selection, Consumers can make decisions to buy a product or use their money for other purposes. In this case, the company must centralize attention to people who are interested in purchasing a product and the alternatives they are considering.
2. Brand selection, Consumers must make decisions about which brand name to buy, each brand has its own differences. This company must know how consumers choose a brand.
3. Supplier selection, Consumers must decide about which dealer to visit. Every consumer is different when it comes to determining which dealer to go to. Because of factors such as close location, cheap prices, complete stock of goods, convenience in shopping, spacious place and others.
4. Purchase time, Consumer decisions in choosing the time of purchase can vary, for example, some buy every day, once a week, once every two weeks and so on.
5. Purchase amount, Consumers can make decisions about how much product to spend at a time. Purchases made may be more than one. In this case, the company must prepare the number of products according to different desires.
6. Payment methods, Consumers can make decisions about the payment method that will be used in making decisions to use products or services. Currently, purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in purchasing transactions.

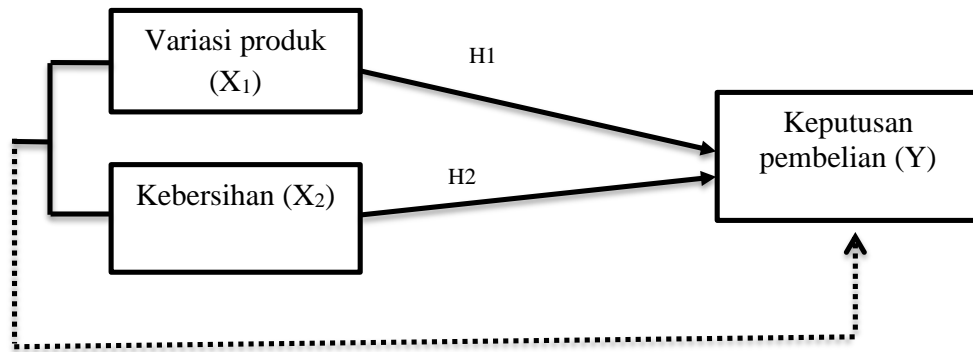
Research result(Njoto, 2016)revealed that the product variation variable has a significant influence on Bumi Anugerah consumer purchasing decisions. Multiple linear regression analysis using SPSS data shows that the variable influences purchasing decisions, both individually (partially) and simultaneously. According to (Krismonanda & Iskandar, 2021)The results of the study show that the variables of product variation and brand image have a simultaneous and partial influence on purchasing decisions at Susu Setia in Tenggara.

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Rosye. From the theory explained above and based on previous research, the following hypothesis is proposed in this study: H3: It is suspected that the product variation and cleanliness variables have a significant influence on purchasing decisions at Syakila Bakery.

To make the research objectives clearer, the conceptual framework can be seen as follows:

### Conceptual Framework



Information:

X<sub>1</sub> : Product Variations

X<sub>2</sub> : Cleanliness

Y : Buying decision

—————> Partially (one-on-one): Shows that there is an influence of variable X<sub>1</sub> on variable Y, there is an influence of variable X<sub>2</sub> on variable Y.

----- Simultaneously (both): variable Y

## METHOD

This study uses a quantitative approach with an explanatory research design to analyze the influence of certain variables on consumer purchasing decisions at Syakila Bakery Bengkulu. This research used a quantitative approach. Quantitative methods are used to research certain populations and samples, collect data using research instruments, statistical data analysis, with the aim of testing established hypotheses. (Sihotang, 2023). The number of samples used in this study was 25 respondents who were considered representative to represent the population. The sample selected in this study were consumers who had or were currently shopping at Syakila Bakery. Data were collected using a survey method through questionnaires that were distributed directly to respondents. The collected data were analyzed using multiple linear regression analysis to determine the simultaneous influence between independent variables on purchasing decisions.

## RESULT AND DISCUSSION

### Finding

#### Multiple Linear Regression Analysis

Multiple linear regression analysis will be discussed in this study so that the author can describe the respondents' responses to Product Variation and Cleanliness on Purchasing Decisions at Syakila bakery. Based on multiple linear regression estimates using the SPSS

Version 25.0 For Windows program, the table below is obtained:

Table 1 Multiple Linear Regression Analysis Results

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.195	1,597		2,000	.048
	Product Variations	.545	.062	.532	8,805	.000
	Cleanliness	.293	.044	.400	6.175	.000
a. Dependent Variable: Purchase Decision						

Source: SPSS 25 Output

From the calculation the results above show that the regression equation is as follows:

$$Y = 3.195 + 8.805 (X_1) + 6.175 (X_2)$$

Based on the regression equation above, it can be explained as follows:

1. The constant value of 3.195 means that if the product variation ( $X_1$ ) and cleanliness ( $X_2$ ) variables are equal to zero, then the purchasing decision variable will remain at 3.195.
2. Regression Coefficient ( $X_1$ ), of 8.805 has the meaning that if the value of the variable product variation ( $X_1$ ) increases by one unit, then the purchasing decision value ( $Y$ ) will increase by 8,805 assuming cleanliness ( $X_2$ ) remains constant.
3. Regression Coefficient ( $X_2$ ), of 6.175 means that if the value of the cleanliness variable ( $X_2$ ) increases by one unit, the value of the purchasing decision ( $Y$ ) will increase by 6.175 assuming the product variation variable ( $X_1$ ) is considered fixed.

The research results in the study that most dominantly influence the purchasing decision variable ( $Y$ ) are ( $X_1$ ) product variation variables with a value of 8,805.

### Hypothesis Testing with T Test

To test the partial influence of independent variables on dependent variables, a t-test is used, as can be seen in the following table:

Table 2 Hypothesis Testing Results with T-Test

Coefficient			
Model		t	Sig.
1	(Constant)	2,000	.001
	Product Variations	8,805	.000
	Cleanliness	6.175	.000
a. Dependent Variable: Purchase Decision			

Source: SPSS 25 Output

Through calculations carried out using the SPSS program, the comparison between the number of samples ( $n$ ) = 25, the number of variables ( $k$ ) = 3,  $df = (nk) = 25 - 3 = 22$  obtained  $t$  table = 1.71714. Each variable is as follows:

1. Product Variations ( $X_1$ ) namely  $t$  count >  $t$  table ( $8.805 > 1.71714$ ) and ( $sig\alpha = 0.000 < 0.05$ ), this states that there is an influence of product variation ( $X_1$ ) on purchasing

decisions (Y) at Syakila bakery.

- Cleanliness (X2) namely  $t_{count} > t_{table}$  ( $6.175 > 1.71714$ ) and ( $sig \alpha = 0.000 < 0.05$ ), this states that there is an influence of Cleanliness (X2) on purchasing decisions (Y) at Syakila bakery

### Hypothesis Testing with F Test

In this study, hypothesis testing is intended to measure the magnitude of the influence of Product Variation (X1) and Cleanliness (X2) on Purchasing Decisions (Y), so the f test is used. In this study, the number of samples (n) is 25 and the number of parameters (k) is 3, so that  $df1 = k-1 = 3 - 1 = 2$ ,  $df2 = nk = 25 - 2 = 23$ . To test the influence of the independent variable partially on the dependent variable, the F test is used as follows:

**Table 3** Hypothesis Testing Results with F Test

ANOVA			
Model		F	Sig.
1	Regression	64.155	.000b
	Residual		
	Total		
a. Dependent Variable: Purchase Decision			
b. Predictors: (Constant), Cleanliness, Product Variety			

Source: SPSS 27 Output

Based on the hypothesis test table with the F test above, the F count was obtained as 64.155 with an F table value of 3.03, namely ( $64.155 > 3.03$ ) and ( $sig \alpha = 0.000 < 0.05$ ), so it can be concluded that H3 is accepted, meaning that simultaneously the product variation variables (X1) and cleanliness (X2) have a significant effect on purchasing decisions (Y) at Syakila bakery.

### Discussion

The Influence of Product Variation on Purchasing Decisions, From the test results on the product variation variable, it shows that  $t_{count} > t_{table}$  ( $8.805 > 1.71714$ ) and ( $sig \alpha = 0.000 < 0.05$ ), This indicates that there is a positive and significant influence of the product variation variable (X1) on purchasing decision (Y) at Syakila bakery.

The Influence of Cleanliness on Purchasing Decisions; From the test results on the variables cleanliness shows  $t_{count} > t_{table}$  ( $6.175 > 1.71714$ ) and ( $sig \alpha = 0.000 < 0.05$ ), This indicates that there is an influence of variables cleanliness(X2) positively and significantly affects purchase decision (Y) at Syakila bakery.

The Influence of Product Variations and Cleanliness on Purchasing Decisions, Based on the hypothesis test table with the F test above, the calculated F was 64.155 with an F table value of 3.03, namely ( $64.155 > 3.03$ ) and ( $sig \alpha = 0.000 < 0.05$ ), so it can be concluded that H3 is accepted, meaning that simultaneously the product variation variables (X1) and cleanliness (X2) have an effect.

### CONCLUSION

Based on the results of research that has been carried out regarding the influence of product variations and cleanliness on purchasing decisions at Syakila Bakery, it can be concluded as follows:

1. Product Variations has a positive and significant effect on purchasing decisions at Syakila bakery.
2. Cleanliness has a positive and significant effect on purchasing decisions at Syakila bakery.
3. Together, product variety and cleanliness have a positive and significant effect on purchasing decisions at Syakila bakery.

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