

The Implementation of Product Diversification, Discount, Store Atmosphere Towards Consumer's Buying Interest

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ARTICLES INFORMATION

ABSTRACT



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Abstrak. Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh variabel diversifikasi produk, potongan harga, dan suasana toko terhadap minat beli. Penelitian ini menggunakan metode penelitian kuantitatif. Pengumpulan data pada penelitian ini melalui penyebaran kuesioner pada pengunjung D'Cika Cakes and Bakery Cabang Jatibening. Sampel pada penelitian ini berjumlah 100 responden. Teknik pengambilan sampel yang digunakan menggunakan regresi linier berganda. Hasil penelitian ini disimpulkan bahwa variabel diversifikasi produk, potongan harga dan suasana toko secara parsial dan signifikan dapat memengaruhi minat beli konsumen dengan positif. Berdasarkan Uji Koefisien Determinasi (KD) bahwa nilai adjusted R square sebesar 0,469 (46,9%). Menunjukkan bahwa ketiga variabel independent yaitu Diversifikasi Produk (X1), Potongan Harga (X2), dan Suasana Toko (X3) pada penelitian ini mampu menjelaskan sebesar 46,9% terhadap variabel dependen.

Abstract. This study aims to determine and examine the effect of product variables, price discount, and store atmosphere on buying interest. This research uses quantitative research methods. Collecting data in this study through the distribution of questionnaires to ^{visitors} to D'Cika Cakes and Bakery Jatibening Branch. The sample in this study amounted to 100 respondents. The sampling technique used is multiple linier regression. The results of this study indicate that product variables, price discount and store atmosphere partially and significantly can positively influence consumer buying interest. Based on the Coefficient of Determination Test (KD) that the adjusted R square value is 0.469 (46.9%). the three independent variables, namely Product Diversification (X1), Price Discounts (X2), and Store Atmosphere (X3) in this study were able to explain 46.9% of the dependent variable.

A. INTRODUCTION

Currently, economic development in Indonesia continues to develop in a better direction. This can be indicated by the number of business people who open and develop their businesses. More and more new business actors are emerging, giving rise to intense competition. This results in every business competing to create new products with their respective advantages and characteristics. Therefore, so that businesses can survive and thrive by trying to apply ways to attract the attention of consumers to have an interest in buying the products offered.

The business development that continues to increase today is the food business. This is due to the high level of food consumption, one of which is bread, although bread is not a staple food, the demand for bread continues to increase. This can be seen by the number of bakery businesses in Bekasi City which are already well known and much in demand by the public. One of the businesses that survives in business competition in Bekasi is D'cika Cakes and Bakery which is managed by PT. D'cika Prima Mahkota which was founded in 2011.

The phenomenon that occurs today is that many types of contemporary bread have emerged that have unique designs and appearances so that they can attract the attention of consumers at affordable prices. Especially now that consumers often take action post before eating (post before eating) if the product is seen to have an attractive appearance. Therefore, many bakeries compete with each other to create attractive products with their respective characteristics and advantages. Therefore, several strategies are needed to attract consumer buying interest such as product diversification, price discounts and store atmosphere.

Based on sales data, the purchase of D'Cika Cakes and Bakery products, the Jatibening branch, earned quite a large income. Earnings in April reached 516.2 million, in May it reached 776.4 million, in June it reached 525.7 million, in July it reached 511.4 million, in August it reached 531.1 million and in September it reached 524.7 million. The income data shows that there is still public interest in buying D'Cika Cakes and Bakery products at the Jatibening branch. However, the income data tends to fluctuate and is not good for the company's stability.

Based on the description of the phenomenon above, the researcher has an interest in researching again related to product diversification, price discounts, and store atmosphere in influencing consumer buying interest.

Based on the background of the problem described the formulation of the problem that will be studied in this study is focused on the following discussion:

1. Can product diversification affect buying interest in D'Cika Cakes and Bakery Jatibening branch?
2. Can discounted prices affect buying interest in D'Cika Cakes and Bakery Jatibening branch?
3. Can the atmosphere of the store affect the buying interest of D'Cika Cakes and Bakery Jatibening Branch?

B. LITERATURE REVIEW

Product Diversification

Product diversification can be interpreted as a process of expanding business opportunities through additional market potential from existing products. Diversification will be achieved by entering additional markets and also by pricing strategies, also getting the product improved and adapted or changed, or new marketing activities can develop (Jayathilake, 2018).

According to (Kotler & Amstrong, 2016) product diversification is a strategy used to improve business performance by identifying opportunities to expand attractive businesses. Diversification usually requires companies to acquire new skills and knowledge in product development as well as new insights into market behavior at the same time. And it not only requires new skills and knowledge including new technology and new facilities, which puts the organization at higher risk.

According to (Tjiptono, 2015) there are several indicators that exist in product diversification, namely:

1. Various product sizes, namely the tangible form of a product such as models and physical.
2. Diverse types of products, namely there are variations of products that have value.
3. Diverse product designs, namely various creations that make the characteristics of a product with other products.
4. Diverse product quality, which is the most important aspect in a product that shows a difference in quality with other products.

Price Discount

According to (Assauri, 2015) price discounts are a form of reducing the original price of the product, where there are many types of price discounts such as in cash or in the form of other reductions. Discounts are prices for appreciation to consumers under certain conditions such as faster payments, the number of purchases and purchases within a certain period of time.

An agreement in which there are consumers as individuals who buy goods and sellers as parties providing goods are called buying and selling activities. There are conditions in the occurrence of transactions, namely there must be an agreement on the tariffs of the goods being traded, including the price discount. A strategy taken by the company to attract consumer buying interest to carry out transactions is by carrying out price discounts (Andrian, 2017).

According to Tjiptono 2008 (Thendeano, Sutanto, & Kristanti, 2020) there are several ways to measure the price discount indicator, namely:

1. The attractiveness of the discount program, namely the discount strategy that is applied is able to attract consumer buying interest.
2. The suitability of the price discount strategy in influencing to buy, namely the strategy applied can hit the targeted target.
3. The frequency of the discount program is the duration of how often or not the discount program is applied.

Store Atmosphere

Store atmosphere is all about designing the store in a way that influences the customer's feelings and in turn to attract consumer purchases. Display includes physical products displayed in the store, sales procedures, after-sales service and most importantly the aggregate atmosphere of the store room. Important store attributes to predict consumer shopping enjoyment include store atmosphere, price of goods, leisure time and services offered (Kaldeen, 2020).

According to (Kotler & Kevin, 2016) the atmosphere of each store has its own characteristics and physical characteristics that can make it easier or difficult for consumers. Characteristics such as dirty, attractive, majestic and gloomy signify that each store has a different appearance. Each store must have a different appearance. Each store must have an atmosphere that can make its own characteristics that are adjusted by the targeted market to stimulate consumer buying interest to buy at the store.

According to Berman & Evans 2010 (Tansala, Tumbel, & Walangitan, 2019) indicators of store atmosphere include:

1. The outside of the shop (Exterior) is the main thing that is seen by visitors such as the shop entrance, parking facilities, shop signage and shop displays.
2. The general interior consists of the wall texture, store lighting cleanliness, store air temperature, store aroma, store color and floor type and shape.
3. Store layout is used as one of the factors to attract consumers by determining the right location, the aisles in the store, the preparation of store products and equipment and store facilities which will later attract the attention of consumers.
4. Interior point of purchase display is one of the things to provide information to visitors and create a store atmosphere and provide great promotional services.

Consumer's Buying Interest

Based on (Kotler & Amstrong, 2016) buying interest is a response or customer reaction that arises in response to the factors that form the basis of individual activities in buying an item or service. Individuals who have made the decision to buy something must be preceded by a desire to buy. Buying interest is a response to liking an item but not yet intending to buy it.

According to (Tjiptono, 2015) buying interest is a customer desire that arises because of the motivation and passion in buying available products. Purchase intention can be used to test the implementation of new distribution channels to help companies determine whether the concept has advanced in deciding which geographic market and consumer segments to target through the channel (Gil-saura, Rodríguez-orejuela, & Pe, 2020).

According to Ferdinand (Galak, 2019) buying interest can be identified by several indicators, including:

1. Transactional interest, namely the individual's desire to purchase a product.
2. Referential interest, namely individuals tend to recommend products to other people.
3. Preferential interest, namely the desire to define an individual's attitude when having the best choice for the item. This can change if something is found in the item he likes.
4. Exploratory interest, namely explaining the characteristics of individuals who only want to explore facts in lifting the good things from existing products.

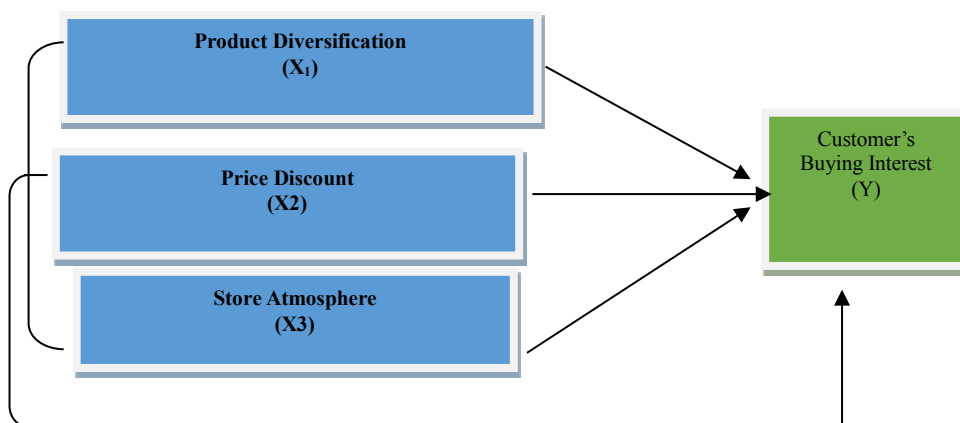


Fig.1. Theoretical Framework

C. RESEARCH METHODOLOGY

Research Design

This research is a survey research conducted to collect information by collecting questions that will be given to respondents to be answered. The survey method is carried out to see the situation that is the object of research as it is, by looking at the data and information in the sample without giving special treatment. Data collection is done by using a questionnaire.

Research Site

In this study, the place of research discusses and limits where the location will be carried out by the author to carry out research so as not to get out of the goals that have been set. The place of this research was conducted at D'cika Cakes and Bakery branch Jatibening, Jl. Caman Raya No. 48, Jatibening, Pondok Gede sub-district.

Sampling Technique

In this study, a sample is used, namely the consumers of D'Cika Cakes and Bakery in Jatibening Branch by using the accidental sampling technique, namely anyone who coincidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The number of samples in this study were 100 respondents who were obtained using the Hair's formula.

Data Analysis Technique

The data analysis technique was carried out with validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression F test, T test and coefficient of determination test.

D. RESULTS AND DISCUSSIONS

Data Quality Test

Validity Test

The validity test was carried out with the aim of knowing the wetness of the questionnaire and knowing the feasibility of each item on the list of statements in defining a variable. This list of statements generally supports a certain group of variables. The validity test can be said to be **Valid** if $r_{\text{count}} > r_{\text{table}}$, and in contrary if $r_{\text{count}} < r_{\text{table}}$, is **Invalid**. The value of r_{table} is obtained from the results of the formula df (degree of freedom) = n (number of respondents) – 2 through a two-tailed test and a significance value of 0.05 or 5%. Therefore, from the value of $df = 100 - 2 = 98$, the r_{table} value is = 0.1966. You can see the results of the validity test in this study from each variable listed in the table below:

Table 1. Product Diversification Validity Test Results

Statement	R_{count}	R_{table}	Description
Statement 1	0.744	0.1966	Valid
Statement 2	0.771	0.1966	Valid
Statement 3	0.798	0.1966	Valid
Statement 4	0.737	0.1966	Valid

Statement 5	0.621	0.1966	Valid
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Source : Data analyzed by SPSS

Table 2. Results of Discount Validity Test

Statement	R _{count}	R _{table}	Description
Statement 1	0.663	0.1966	Valid
Statement 2	0.711	0.1966	Valid
Statement 3	0.760	0.1966	Valid
Statement 4	0.773	0.1966	Valid
Statement 5	0.603	0.1966	Valid

Source : Data analyzed by SPSS

Table 3. Test Results of Store Atmosphere Validity

Statement	R _{count}	R _{table}	Description
Statement 1	0.679	0.1966	Valid
Statement 2	0.673	0.1966	Valid
Statement 3	0.619	0.1966	Valid
Statement 4	0.740	0.1966	Valid
Statement 5	0.772	0.1966	Valid

Source : Data analyzed by SPSS

Table 4. Results of Buying Interest Validity Test

Statement	R _{count}	R _{table}	Description
Statement 1	0.684	0.1966	Valid
Statement 2	0.768	0.1966	Valid
Statement 3	0.742	0.1966	Valid
Statement 4	0.808	0.1966	Valid
Statement 5	0.791	0.1966	Valid

Source : Data analyzed by SPSS

From the three tables above, it can be seen that each question on each variable used in this study can be declared valid, because the R_{count} value of each variable has a value greater than R_{table} = 0.1966.

Reliability Test

The reliability test in this study serves to determine how far the level of reliability in a measurement tool is. The purpose of this validity test is to determine whether a questionnaire can be trusted (reliable) or not. The use of Cronbach's Alpha is one of the methods in reliability testing to determine whether the data is reliable. Alpha Cronbach uses a scale of 0 to 100 to determine the magnitude of reliability. Cronbach's alpha value must be more than 0.7.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Diversification	0.766	Reliable
Price Discount	0.762	Reliable
Store Atmosphere	0.719	Reliable
Customer's Buying Interest	0.811	Reliable

Source : Data analyzed by SPSS

Based on the table, it can be seen that the Cronbach Alpha value of each variable is more than 0.7 (reliable accuracy), where the product diversification variable has a Cronbach Alpha value of 0.766, Price Discounts produces a Cronbach Alpha value of 0.762, the store atmosphere produces a Cronbach value. Alpha of 0.719 and buying interest resulted in a Cronbach Alpha value of 0.811. So that the variables in the study can be declared reliable (reliable) and have met the reliability requirements.

Classic Assumption Test

Normality Test

Normality test is used in testing a regression model of independent variables and also the dependent variable both are normally distributed or not. To get a good regression model, it must have a normal distribution. Ordinal, interval or ratio data can be measured in this normality test.

Table 6. Kolomogrov Smirnov Test Results

No	Description	Results
1.	Total data	100
2.	Statistic Test	0.074
3.	Asymp.Sig (2-tailed)	0.199

Source : Data analyzed by SPSS

From the table of the results of the Kolomogrov-Smirnov test, it can be seen that the Asymp. sig (2 Tailed) value is 0.199 > 0.05, this is in accordance with the provisions that have been set. This proves that the data has a normal distribution. As a result, the regression model used in this study passed the classical assumption test because of the normality test, which ensures that the data is normally distributed and can be used in subsequent tests.

Multicolinierity Test

To see whether the regression model shows a high correlation between the independent variables, a multicollinearity test is used. If there is a high correlation (relationship), then there is a multicollinearity problem. The independent variables in a feasible regression model should have a low correlation.

There are several ways to find out whether there is multicollinearity in the regression, namely by looking at the Tolerance and Variance Inflation Factor (VIF) values. If there is no independent variable that has a Tolerance value of more than 0.10 or a VIF of less than 10. Then it can be concluded that there is no multicollinearity between the independent variables in the regression.

Table 7. Multicollinearity Test Results

Description (Variable)	Collinearity Statistics	
	Tolerance	VIF
Product Diversification	0.701	1.427
Price Discount	0.808	1.238
Store Atmosphere	0.682	1.466

Source : Data analyzed by SPSS

The table above shows that the Tolerance value on the Product Diversification variable is 0.701, the Discounted variable is 0.808 and the Store Atmosphere is 0.682, which is higher than the value 0.1. Meanwhile, the Variance Inflation Factor (VIF) value in the Product Diversification variable is 1.427, the Discounted Price variable is 1.238, and the store atmosphere variable is 1.466 where the lift is around number one and does not exceed the number 10. Thus it can be concluded that in research testing this does not occur multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test is used to determine the difference in residual variation from one observation period to another observation period. Symptoms of heteroscedasticity should not exist in a good regression model. To find out whether the regression model has heteroscedasticity symptoms or not, that is by looking at the scatterplot image pattern, a regression model that is free of heteroscedasticity symptoms if:

1. If the data points spread above and below or around the number 0.
2. If the data points do not collect only above or below only.
3. The spread of data points must not form a wavy pattern that widens then narrows and widens again.
4. The spread of data points is not patterned.

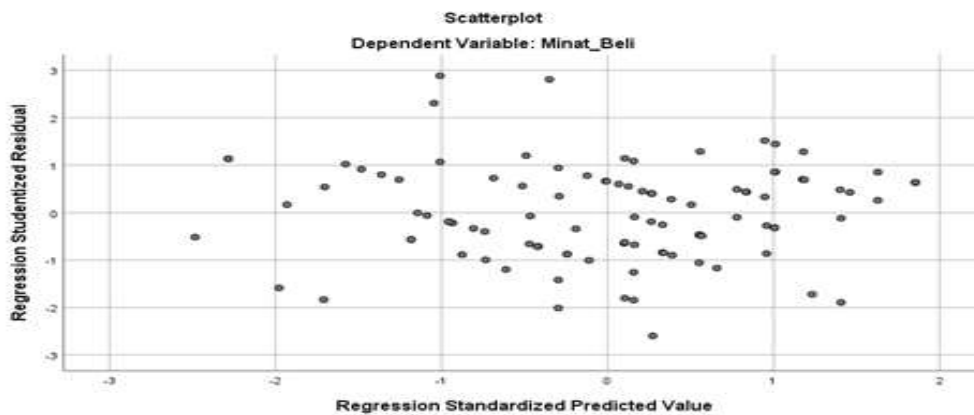


Figure 2. Heteroscedasticity Test Results

Multiple Linear Regression Test

Multiple linear regression serves to see the effect between the independent variable and the dependent variable with the measurement scale in a linear equation. The results of multiple linear regression have the effect of Product Diversification, Price Discounts and Store Atmosphere on Buying Interest, namely:

Tabel 8. Hasil Uji Regresi Linier Berganda

Variabel	Coefficient	Std. Error	t-Statistic	sig
Constant	-1.600	2.399	-0.667	0.506
Product Diversifi cation	0.364	0.100	3.638	0.000
Price Discount	0.372	0.90	4.119	0.000
Store Atmos phere	0.285	0.108	2.630	0.010

Source : Data analyzed by SPSS

Based on the table from the multiple linear regression test, the regression equation is as follows:

$$Y = -1.600 + 0.364 X_1 + 0.372 X_2 + 0.285 X_3 + e$$

From the above equation can be explained as follows:

1. **Constant = -1.600**

It means that if the variables of product diversification (X1), price discounts (X2), and store atmosphere (X3) are assumed to be non-existent or equal to 0, then the constant value is -1,600

2. **Coefficient X1 = 0.364**

The value of the product diversification coefficient (X1) shows the number 0.364, which means that if there is an increase of 1 score for product diversification, it will be followed by an increase in buying interest (Y) of 0.364

3. **Coefficient X2 = 0.372**

The discount coefficient value (X2) shows the number 0.372. which means if there is an increase of 1 score for the discount, it will be followed by an increase in buying interest (Y) of 0.372

4. **Coefficient X3 = 0.285**

The value of the store atmosphere coefficient (X3) shows the number 0.285, which means that if there is an increase of 1 score for the store atmosphere, it will be followed by an increase in buying interest (Y) of 0.285

Hypothesis Test

T Test (Partial Test)

To see whether each independent variable has a partial effect on the dependent variable, using the t test. By using a significance level of 0.05, you can compare the t_{count} value with the t_{table} value on the t-test. If $t_{count} > t_{table}$ then the independent variable partially has a significant effect on the dependent variable.

Table 9. T Test Results

Variabel	t-Statistic	Sig.
Constant	-0.667	0.506
Product Diversification	3.638	0.000
Price Discount	4.119	0.000
Store Atmosphere	2.630	0.010

Source : Data analyzed by SPSS

In table 9. It can be seen that the product diversification variable (X1) has a value of $t_{count} = 3.638 > t_{table}$ and the level is still $= 0.000 < \alpha (\alpha) = 0.05$, thus H1 is accepted. These results indicate that the product diversification variable (X1) has a significant effect on buying interest (Y). Furthermore, the discounted variable (X2) has a value of $t_{count} = 4.119 > t_{table}$ and the level of sig = $0.000 < \alpha (\alpha) = 0.05$, thus H2 is accepted. This shows that the price discount variable (X2) has a significant effect on buying interest (Y). Next is the store atmosphere variable which has a value of $t_{count} = 2.630 > t_{table}$ and sig level = $0.010 < \alpha (\alpha) = 0.05$, thus H3 is accepted. This shows that the store atmosphere variable (X3) has a significant effect on buying interest (Y).

Coefficient of Determination Test (R²)

The coefficient of determination test is used to calculate the magnitude of the influence of the independent variable (free) on the dependent variable (bound). The value of R² indicates the percentage change in the dependent variable. If the value of R² is greater, the percentage of change in the dependent variable caused by the independent

variable will be higher. On the other hand, if the value of R^2 is smaller, the percentage change in the dependent variable caused by the independent variable will be lower.

Table 10. Coefficient of Determination Test Results (R^2)

R Square	Adjusted Square	Std.Error
0.485	0.469	1.717

Source : Data analyzed by SPSS

Based on the results of the coefficient of determination test above, it shows that the resulting multiple R value is 0.697. This means that there is a strong relationship between product diversification, discounted prices and store atmosphere on buying interest in D'Cika Cakes and Bakery. The resulting adjusted R square value is 0.469, which means that the effect of product diversification, price discounts and store atmosphere on D'Cika Cakes and Bakery's buying interest is 46.9%. The remaining results are (100% - 46.9% = 53.1%) that the buying interest of D'Cika Cakes and Bakery is influenced by other variables not examined in this study.

E. CONCLUSION

Based on the research objectives, namely to determine the effect of product diversification, price discounts and store atmosphere on buying interest in D'Cika Cakes and Bakery Jatibening branch. So the conclusions of this study are as follows: Product diversification has a positive and significant effect on buying interest, meaning that if the product diversification offered is more varied, the consumer's buying interest will increase. Furthermore, the price discount has a positive and significant effect on buying interest, meaning that the greater the price discount given, the consumer's interest in buying will increase. Furthermore, the atmosphere of the store has a positive and significant effect, meaning that if the atmosphere of the store that is applied is good and attractive, the buying interest of consumers will increase to buy at the store.

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