

The effect of product diversification on purchasing decisions at Mandau Bakery Kota Duri store

Eva Sundari¹, Iyoyo Dianto^{2*}, Hamsal³, Imam Hanafi⁴

Universitas Islam Riau, Indonesia¹⁻⁴

evasundarirawi@eco.uir.ac.id¹, iyoyo@eco.uir.ac.id², hamsal@eco.uir.ac.id³,

imamhanafi@eco.uir.ac.id⁴



Article History

Received on 22 October 2024

^{1st} Revised on 2 November 2024

Accepted on 12 November 2024

Abstract

Purpose: This research aims to analyze the effect of product diversification on purchasing decisions at the Mandau Bakery Shop, Duri City, which based on survey results shows that with product diversification more consumers buy. However, with increasing competition, sales at the Mandau Bakery cake shop experienced ups and downs in the number of consumers.

Research Methodology: The method used is descriptive and quantitative, with a simple linear regression test and hypothesis testing using SPSS 21. Data was collected through a questionnaire from 95 respondents who came from consumers who had purchased at the Mandau Bakery shop and were selected using a purposive sampling technique.

Results: The research results show that product diversification has a significant effect on consumer purchasing decisions.

Limitations: However, this study has limitations, such as limited sample size and research locations only in one place, so the results may not be generalizable.

Contribution: This research provides a practical contribution to the management of the Mandau Bakery Store in understanding the importance of product diversification to improve consumer purchasing decisions and enriches academic literature on retail marketing and consumer behavior in the bakery industry.

Recommendation: It is recommended that Mandau Bakery Store continue to develop product variations to meet consumer needs and desires, so as to increase competitiveness and customer satisfaction.

Keywords: *Diversification Strategic, Product, Purchasing Decisions*

How to Cite: Sundari, E., Dianto, I., Hamsal, H., & Hanafi, I. (2024). The effect of product diversification on purchasing decisions at mandau bakery kota duri store, *Journal of Multidisciplinary Academic and Practice Studies*,

1. Introduction

An entrepreneur is defined as someone who is able to identify and organize existing opportunities. The entrepreneurial process is a series of functions, activities and actions carried out to achieve and implement these opportunities. It consists of the following stages: Innovation, Trigger event, implementation, and growth. This is influenced by four attributes, namely environmental, organizational, sociological and personal aspects. This illustrates a good opportunity that an entrepreneur needs to take advantage of (Nuryanti, et al., 2023).

Along with the development and modernization of all aspects of society's life. This has an impact on various increasingly complex problems. The success and failure of a company is an impact that entrepreneurs can experience. In the business world there is competition, opportunities, challenges, enthusiasm and even laziness which can result in the ups and downs of a business. The high level

of competition in the wider business world makes business people look for the right strategy to develop their business. Competition is necessary for the survival of the company. Competition occurs not only between existing competitors, but also due to external factors from other companies or organizations such as the entry of new entrants, product threats, buyer bargaining, and supplier bargaining power (Hamsal, 2021). Success in competition can be said to be successful if the company can innovate its products so that they can attract and attract consumers.

There is competition from other companies and demands for customer satisfaction. Therefore, an entrepreneur should be able to see existing opportunities and take advantage of them and develop them. The business world, which is full of challenges, will not end in success for a business if it is not good at seeing the opportunities that exist. Therefore, companies need to develop products according to what consumers request and need. In order for consumers to remain loyal, companies need to provide innovation to satisfy their customers. By improving the quality of its products which can be proven by providing shapes, sizes, flavors and color variants of its products which continue to be developed. So that consumers can have a variety of product choices before making a decision to buy the product offered.

Forms of development to attract consumers include product diversification. According to Tjiptono, product diversification is an effort to find and develop new products or markets, or both in an effort to pursue growth, increase sales, profitability and flexibility. For companies, product diversification will provide incentives for more diverse production, including products with high economic value. With product diversification, the company will not only depend on one type of product, but the company can also rely on other types of products as a result of diversification. So if one of the products is experiencing a decline in sales then it can be overcome with other products (Manurung, 2017)

Product diversification in the current era of globalization requires the right strategy so that consumers can accept it. A diversification strategy is developed with the aim of increasing market growth if existing products have reached maturity. Seeing the potential in a company is something that needs to be done, so that products from diversification can be accepted by consumers. In order for consumers to accept diversified products, companies must have tactics to make the market switch to diversified products. Because the elements contained in product diversification vary according to the product characteristics needed and highlighted to attract consumers (Manurung, 2017).

The products have an important influence in determining consumer purchasing decisions. According to Kotler and Armstrong quoted by (Sabrina, 2020) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. Purchasing decisions are a decision-making process carried out by consumers before post-purchase behavior. This process can be influenced by several factors, namely quality, price, promotion and service of the product.

Research conducted by Syihabudin (2021) has the result that partial product diversification has a significant effect on consumer decisions in purchasing Domas Makmur MSME food products and product diversification and halal labeling simultaneously have a significant effect on consumer decisions in purchasing Domas Makmur MSME food products. This research shows that product diversification has an influence on consumer purchasing decisions, which has the same variables as this research. There are several factors that influence product diversification, and Product Diversification Indicators in this case the influencing factors are, the desire to advance the business to achieve stability, the desire to continue the business, the effort to achieve optimal input from sources of satisfaction and non-economic motives. Meanwhile, the indicators are various product sizes, various product types, various product designs and various product qualities.

Purchasing decisions are the stage where consumers determine choices from solving problems in choosing with concrete actions. In this case, product diversification influences purchasing decisions from various aspects of product choice so that consumers get satisfaction. Customer satisfaction can bring several benefits, including closer company and customer relationships and the creation of

customer loyalty. At this time, growth in the business sector is very fast, one of the businesses experiencing competition is the food sector. One of the businesses that is the object of research is the Mandau Bakery Shop which is located in Duri City, Mandau District, Bengkalis Regency.

Mandau Bakery shop is a bakery founded by Mrs. Weni in 2016, this business has been running for 6 years. In the city of Duri itself there are several bakery entrepreneurs and this is added to by competition from well-known bakeries such as Vanhollano, Aroma and Rotte. This means that the Mandau Bakery shop must be able to compete with other bakeries. This is a challenge for the Mandau Bakery shop.

Mandau Bakery Store carries out a business strategy through product diversification to meet consumer desires and aims to survive competition and increase sales. Looking at the market and competition, Mandau Bakery has diversified its products to differentiate several of its products from other products

competitors in terms of type and taste. This is done to differentiate some of its products from competitors' products in a characteristic that makes the Mandau Bakery store a special product that is desired by consumers. The strategy carried out by the Mandau Bakery shop includes concentric diversification, which is the development of products that are still related to existing products. As for the types and flavors being developed, namely more diverse types and more flavors, one of the products currently being developed by the Mandau Bakery shop is durian bread with melted durian filling. The advantage of this Mandau Bakery shop product is that it has a soft and tender structure with a variety of flavors, packaging and prices. This will fulfill consumer desires and attract consumer buying interest.

Based on the survey results on Sunday, January 8 2023 at 09:30 WIB, product diversification was carried out to gain existing strengths to help the progress of the Mandau Bakery business so that it is able to survive and compete. The high level of competition has made the Mandau Bakery cake shop strive to improve its management to be at the forefront among its competitors. The diversification of product sales at the Mandau Bakery cake shop helps a little. However, seeing that the shop is quite old and is losing out on contemporary cake innovations, sales are fluctuating. This can be seen from cake sales at Mandau Bakery over the last 6 months:

Table 1 List of Mandau Bakery Store Sales Per July-December 2023

No	month	Number of products sold
1.	July	236
2.	August	375
3.	September	250
4.	October	318
5.	November	354
6.	Desember	547

Source: 2023 sales data

The table above shows that the number of sales has fluctuated. It can be seen that in July as many as 230 products were sold, in August as many as 285 products were sold, in September as many as 256 products were sold, in October as many as 318 products were sold, in November as many as 354 products were sold, in December as many as 527 products sold. There are also certain factors that influence consumer purchasing decisions. Survey researchers on Sunday, January 8 2023 at 09:30 WIB

obtained the results that with product diversification consumers buy more. However, with increasing competition, sales at the Mandau Bakery cake shop experienced ups and downs in the number of consumers.

From the problems above, the Mandau Bakery shop must be able to increase consumer purchasing decisions with a product diversification strategy to attract consumers. Therefore, the author is interested in finding out whether the product diversification strategy has an effect on purchasing decisions at the Mandau Bakery store and how big the influence of product differences is in the types and flavors offered, whether this strategy has an effect on purchasing decisions.

2. Literature Review

2.1 purchase decision

Decision is an act of selecting from two or more alternative options. According to Kotler and Keller quoted in (Bachtiar, 2018) consumer purchasing decisions are a decision-making process carried out by individuals or organizations to determine the need for goods and services that need to be purchased as well as identifying, evaluating and selecting alternatives between brands and suppliers. Meanwhile, according to G.R. Terry (Haudi, 2021), decision making is a choice based on certain criteria over more possible alternatives. Decision making requires accuracy and confidence in deciding whether to buy from various existing alternative products. According to Setiadi, quoted by (Sabrina, 2020), the core of consumer purchasing decisions is an integration process that combines knowledge to evaluate two or more alternative products and choose one of them. Before making a decision, you need to pay attention to the steps in making a decision. According to Flippo, quoted by (Rakhmawati, 2015), the steps in decision making are: Recognizing and formulating problems that require action, determining possible alternative solutions, Collecting and analyzing facts related to the problem, Deciding on a solution.

Purchasing is a process or way of getting something by buying. Purchasing is closely related to consumer needs and desires. So the purchasing decision is one stage of the decision-making process before post-purchase behavior occurs. According to Kotler and Armstrong quoted by (Sabrina, 2020) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. There are several factors that greatly influence purchasing decisions, which according to Setiadi, quoted by (Sabrina, 2020), these factors are cultural factors, social factors, personal factors and psychological factors.

A purchasing decision is a consumer's action after taking several steps until the final one is purchasing a good or service from a company (Muslim, et al. 2020). The purchasing decision making process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternative solutions, decision making, and post-purchase behavior. This process ultimately leads to selecting the best solution, as explained by Fitriyandi (2022). According to Arli and Tjiptono (2014), the decision-making process starts with consumers recognizing the problem, looking for information about the product or brand, evaluating various alternatives to solve the problem, and ultimately making a decision without considering all alternatives. Gunatirin, Wijanarko, Amaliyah, and Deli (2023) define decision making as choosing one alternative from two or more alternatives without considering other alternatives. Wardani, Jannah, and Setiadi (2020) define the purpose of the decision-making process as the process of combining knowledge to evaluate two or more alternative actions and choosing one of them. Based on the experts' explanations, it can be concluded that the purchasing decision making process is a problem solving process which ultimately leads to selecting the best alternative solution (Zairina, et al., 2023). According to Kotler and Keller quoted by (Sabrina, 2020), there are five stages that consumers will go through in making and determining purchasing decisions, namely: Problem Recognition, Information Search, Alternative Assessment, Purchase Decision and Post-Purchase Behavior. Indeed, the purchasing decisions taken by each consumer tend to be different. A number of experts are trying to create models that can accommodate various consumer decisions. According to (Sabrina, 2020) there are four types of consumer models who have different perspectives in making decisions, namely Economic Man, Passive Man, Cognitive Man, Emotional Man. In this research, there are purchasing decision indicators

putforward by Kotler, quoted by (Syihabudin, 2021), namely stability of a product, habits in buying products, giving recommendations to others, making repeat purchases.

Perceived quality refers to customers' appreciation of the features of a product representing consumers' general judgment on the dominance of a product. Perceptions of satisfaction contain 4 dimensions Petrick (2002): dependability, reliability, superiority, and consistency, considering that these dimensions can be used to measure consumer assessments of a product or service. In the context of consumer satisfaction (Uddin, 2020).

2.2 Product Diversification

Product diversification is a strategy that can be carried out by companies to diversify their products with the aim of creating new products both in type and form so that there are many choices available for consumers. According to Tjiptono, quoted by (Manurung, 2017), diversification is an effort to improve and develop a new product or market, or both with the aim of increasing growth, sales, profitability and flexibility. Meanwhile, according to Effendy, quoted by (Manurung, 2017), product diversification is defined as an expansion of the selection of goods and services sold by a company by adding products or services or improving the type, color, size model, type of existing products in order to obtain maximum profit. Product diversification can be carried out by companies provided they are able to obtain new innovations, skills and knowledge in product development.

Product diversification carried out by companies is generally carried out to increase sales by releasing new products. Product diversification can also reduce consumer dependence on just one type of product. However, product diversification also has risks, namely the possibility of losses caused by the release of new products or can be covered by the possibility of greater profits from sales of new products. There are several considerations that companies must know before diversifying their products, namely adding new products will increase production costs, adding new products will bring profits or losses and adding new products will increase or decrease sales (Manurung, 2017).

The very basic aim of diversifying food products is to minimize the risk or possibility that will occur in a company. If products with new innovations can be produced, it will make consumers interested and interested in consuming them. The aim of product diversification stated by (Manurung, 2017) is that in general, product diversification is developed with several objectives, including increasing growth if the existing market or product has reached the maturity stage in the Product Life Cycle (PRC), maintaining stability, by run the risk of profit fluctuations and increase credibility in the capital market.

According to (Sabrina, 2020), the objectives of product diversification include: making more effective use of sales and sales facilities, increasing sales of existing goods, in response to customer demand, taking advantage of existing profits from the company's reputation and finding distribution channel needs. Furthermore, carrying out product diversification requires serious research and study regarding the products to be produced, so that you can be confident and obtain the expected profits. According to (Hamzah, 2018) there are three types of diversification strategies that companies can carry out for a product, namely, concentric diversification, which is a new product that is introduced in terms of marketing or technology with existing products, horizontal diversification, which is the addition of new products that not related to pre-existing products. Conglomerate diversification is a new product produced that has absolutely no relationship to pre-existing products.

3. Research Methodology

The research method used in this research is a quantitative research method with a correlational approach. Correlational research design is a research design designed to examine possible relationships between variables by paying attention to the correlation coefficient (Sanusi, 2017). According to Juliandi (2013), correlational research design aims to understand the relationship between variables. The thing that is emphasized more here is how to find out how much influence product variations have on purchasing decisions and not comparing which one is the cause and effect of the problem. Through

this method, it is hoped that we can find out the phenomena that occur based on the information obtained. In this research, the population is a large number of consumers who have purchased at Mandau Bakery in Duri City. The technique used in determining the sample is non-probability, that is, it does not provide the same opportunities or opportunities for each member of the population as a member of the sample. Meanwhile, the sampling method uses purposive sampling, namely sampling based on the researcher's considerations regarding which samples are considered most appropriate, useful, and considered to represent a population, at least consumers who have shopped once at the Mandau Bakery store. Because the exact population in this study is not known. So to calculate the number of samples, the formula Hair et al. is used. The Hair formula is used because the population size is not yet known for certain and suggests that the minimum sample size be 5 times the indicator variable. So the number of indicators is 19 times 5 ($19 \times 5 = 95$). So, through calculations based on this formula, the sample size obtained from this research was 95 people from consumers who had purchased at the Mandau Bakery shop.

This research method adopts a quantitative approach using SPSS 21 (Statistical Package for Social Science) software to analyze data. This approach allows researchers to systematically measure relevant variables in research, such as the relationship between products and purchasing decisions at Mandau Bakery. The initial step in data analysis is to describe the data, which includes descriptive statistics such as mean, standard deviation, and frequency, to provide a general description of the collected sample. Next, the correlation test is used to evaluate the relationship between variables, whereas regression analysis allows a deeper understanding of the causality between these variables. Other analysis techniques such as ANOVA are also used to compare the means of relevant groups. The results of the analysis will be interpreted carefully to draw conclusions that are valid and relevant to the research objectives.

This research also implements data analysis methods that take into account the specific needs of the research context. Logistic regression analysis and principal components analysis (PCA) may be applied if necessary to address special characteristics of the data collected. Interpretation of the analysis results will help in preparing a comprehensive research report, which not only includes the findings obtained, but also conclusions and recommendations that are relevant for Mandau Bakery in Duri City. By using this approach, it is hoped that research can provide an in-depth understanding of the influence of diversification on purchasing decisions and provide valuable insights for the development of marketing strategies and decision making at Mandau Bakery.

4. Results and Discussions

4.1 Respondent Identification

Before testing the hypothesis and discussing the results of the analysis, we will first discuss the description of the respondents in this study.

Table 1 Characteristics of Respondents

Demographic	Category	Frequency	(%)
Gender	Male	45	45%
	Female	55	55%
Usia	<19 years	19	19%
	20-25 years	57	57%
	>25 years	24	24%

Source: Primary Data Processed 2023

Based on the data, from the results of the analysis of respondents' gender data, it can be seen that the majority of respondents who participated in this research were women, with a total of 55 respondents or around 55% of the total sample. This indicates that in general, the majority of Mandau Bakery consumers in Duri City are women. Furthermore, the respondents' age data has also been analyzed and grouped into three categories: less than 19 years, 20–25 years, and more than 25 years. Based on the results of the analysis, it appears that the number of respondents aged 20-25 years reached 57 people or around 57% of the total sample, followed by respondents aged less than 19 years as many as 19

people or around 19%, and respondents aged more than 25 years. as many as 24 people or around 24%. Thus, it can be concluded that the majority of respondents in this study had an age range of 20 to 25 years.

4.2 Descriptive Analysis of Variables Analysis of Respondent Responses

Table 2 Respondents' Responses Based on Variables

Variable	Statement	Total Score	Highest Score	Lowest Score
Purchase decision	11	4.122	393	349
Product diversification	11	2.936	397	331

Source: Primary Data Processed 2023

Based on the results of the analysis, the interval classes of the product diversification (X) and purchasing decision (Y) variables have been determined based on the highest and lowest scores obtained from the respondents' responses. For the product diversification variable (X), the overall score is in the range 2602 to 3402, which indicates the Fairly High interval class. This indicates that consumer responses to product diversification at Mandau Bakery are considered quite high, showing a positive response to the variety of products offered by the shop. Meanwhile, for the purchasing decision variable (Y), the overall score is in the range 3403 to 4202, which indicates the High interval class. This illustrates that in general, consumers are considered to be satisfied with the products offered by Mandau Bakery, showing a high level of satisfaction with the products provided. Thus, the results of the analysis show that the product diversification efforts carried out by Mandau Bakery have succeeded in getting a positive response from consumers, which reflects an adequate level of satisfaction with the variety of products offered by the shop.

4.3 Simple Linear Regression Test

Simple linear regression is a linear relationship between an independent variable (X) and a dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable, whether positive or negative, and also to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is usually on an interval or ratio scale. Following are the results of simple linear regression:

Table 3 Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardised coefficients	Standardized coefficients	T	Sig
		B	Std Errors		
1	(Constant)	15.907	3.241	4.908	.000
	X	.860	.110	7.831	.000

Source: SPSS 21 processed data

Based on the results of simple linear regression analysis, the following regression equation is obtained:
 $Y = a + bX$
 $Y = 15.907 + 0.860X$

Based on the table above, it is known that the constant is 15.907, in this case when the variable
 Meanwhile, the regression coefficient for the product diversification variable (X) is 0.860, indicating

that if the product diversification variable experiences a one-unit increase, then the purchasing decision variable (Y) will increase by 86%. The coefficient is positive between product diversification and purchasing decisions. The better the product diversification, the better the purchasing decision.

4.4 Hypothesis testing T Test (Partial)

This test is carried out to find out whether the independent variable (X) has a significant effect on the dependent variable (Y), if it is significant it means that the effect that occurs can apply to the population

Table 3 T Test Results (Partial)

Coefficients ^a						
Model		Unstandardised coefficients		Standardized coefficients	T	Sig
		B	Std Errors	Beta		
1	(Constant)	15.907	3.241		4.908	.000
	Diversification Products	860	110	.620	7.831	.000

Source: SPSS 21 processed data

Based on the SPSS "coefficients" output table above, it shows that the calculated t value for the product diversification variable is 7.831 and the significant value is 0.000. So it can be said that t count > t table and the sig value is 0.05. In this way, it can be concluded that product diversification has a significant effect on purchasing decisions.

4.5 Coefficient of Determination (R²)

This coefficient of determination is used to find out how much the independent variable is able to explain the dependent variable, the value of the coefficient of determination can be found by squaring the correlation coefficient value, namely $0.620^2 = 0.385$ or can be seen in the following table:

Table 4. Coefficient of Determination Test Results

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.620 ^a	.385	.379	4.414
a. Predictors: (Constant), Produk Diversification				

Source: SPSS 21 processed data

Based on the SPSS "model summary" output table above, it is known that the coefficient of determination or R Square value is 0.385. The coefficient of determination is 0.385 or 38.5%, which indicates that the product diversification variable simultaneously influences the purchasing decision variable by 38.5%, while the remainder (100% - 38.5% = 61.5%) is influenced by other variables outside this regression equation or variables that are not studied.

4.6 Discussion

The findings regarding the diversity of product size choices in the strongly agree category were 29 people with a percentage of 29%, respondents who answered by category There were 44 people who agreed with a percentage of 44%, there were 22 respondents who answered in the disagree category

with a percentage of 22%, there were 5 respondents who answered in the disagree category with a percentage of 5%, and in the strongly disagree category there were no respondents who answered. From these results it can be concluded that respondents agree that the diversity of product size choices makes it easier to choose. Meanwhile, in the size variations that can be adjusted according to needs and desires, there were 15 people in the strongly agree category with a percentage of 15%, 36 respondents who answered in the agree category with a percentage of 36%, respondents who answered in the disagree category were 23 people with a percentage of 23%, respondents who answered in the disagree category were 17 people with a percentage of 17%, and in the strongly disagree category there were 9 respondents with a percentage of 9% who answered. From these results it can be concluded that respondents accept and agree that there are variations in size that can be adjusted according to needs and desires.

Purchase intent serves as a valuable tool for evaluating the applicability of new distribution channels, assisting managers in determining whether the concept requires further development and in making decisions regarding which geographic markets and consumer segments to target through these channels (Morwitz, Steckel, & Gupta, 2007). Its significance stems from the fact that intentions are widely considered to be the main predictor of actual behavior (Sulistiobudi, et al., 2023).

The various types of products in choosing products in the strongly agree category were 26 people with a percentage of 26%, respondents who answered in the agree category were 35 people with a percentage of 35%, respondents who answered in the disagree category were 20 people with a percentage of 20%, respondents who answered in the disagree category were 11 people with a percentage of 11%, and in the strongly disagree category there were 8 respondents with a percentage of 8% who answered. From these results it can be concluded that respondents agree that various types of products can help them choose the product they want. The number of flavor variants in choosing the flavor that I like in the strongly agree category was 23 people with a percentage of 23%, respondents who answered in the agree category were 43 people with a percentage of 43%, respondents who answered in the disagree category were 22 people with a percentage of 22%, There were 8 respondents who answered in the disagree category with a percentage of 8%, and in the strongly disagree category there were 4 respondents with a percentage of 4% who answered. From these results it can be concluded that respondents agree that the large variety of flavors helps in choosing the flavor they like. And the color of the product can be an attraction for buying. The strongly agree category was 22 people with a percentage of 22%, the respondents who answered in the agree category were 40 people with a percentage of 40%, the respondents who answered in the disagree category were 24 people with a percentage of 24%, There were 11 respondents who answered in the disagree category with a percentage of 11%, and in the strongly disagree category there were 3 respondents with a percentage of 3% who answered. From these results it can be concluded that respondents agree that product color can be an attraction in purchasing.

The uniqueness of product packaging can influence buying. The strongly agree category was 22 people with a percentage of 22%, the respondents who answered in the agree category were 37 people with a percentage of 37%, the respondents who answered in the disagree category were 26 people with a percentage of 26%, the respondents who answered in the strongly agree category were 26 people with a percentage of 26%. There were 11 people responding in the disagree category with a percentage of 11%, and in the strongly disagree category there were 4 respondents with a percentage of 4% who answered. From these results it can be concluded that respondents agree that the uniqueness of product packaging can influence purchasing.

Product durability is a factor in buying. The strongly agree category was 31 people with a percentage of 31%, the respondents who answered in the agree category were 36 people with a percentage of 36%, the respondents who answered in the disagree category were 20 people with a percentage of 20%, the respondents who answered in the strongly agree category were 20 people with a percentage of 20%. Answering in the disagree category was 12 people with a percentage of 12%, and in the strongly

disagree category there was only 1 respondent with a percentage of 1% who answered. From these results it can be concluded that respondents agree that product durability is a factor in purchasing. Meanwhile, the texture of the product determines the assessment of the product in the strongly agree category, numbering 25 people with a percentage of 25%, respondents who answered in the agree category were 37 people with a percentage of 37%, respondents who answered in the disagree category were 19 people with a percentage of 19%, respondents Those who answered in the disagree category were 13 people with a percentage of 13%, and in the strongly disagree category there were 6 respondents with a percentage of 6% who answered. From these results it can be concluded that respondents agree that the type of texture of the product determines the assessment of the product.

The findings in purchasing decisions are several factors, including buying a product because of a need, with 30 people in the strongly agree category with a percentage of 30%, 40 respondents who answered in the agree category with a percentage of 40%, 18 respondents who answered in the disagree category with the percentage was 18%, there were 7 respondents who answered in the disagree category with a percentage of 7%, and in the strongly disagree category there were 5 respondents with a percentage of 5% who answered. From these results it can be concluded that consumers buy products because they need them. Meanwhile, buying products because of necessity and feeling lacking, with the strongly agree category totaling 23 people with a percentage of 23%, respondents who answered in the agree category were 34 people with a percentage of 34%, respondents who answered in the disagree category were 27 people with a percentage of 27%, respondents Those who answered in the disagree category were 9 people with a percentage of 9%, and in the strongly disagree category there were 7 respondents with a percentage of 7% who answered. From these results it can be concluded that consumers buy products because they feel they lack needs.

As for buying products at Mandau Bakery because of recommendations from other people, there were 26 people in the strongly agree category with a percentage of 26%, respondents who answered in the agree category were 33 people with a percentage of 33%, respondents who answered in the disagree category were 28 people with a percentage of 28%, there were 12 respondents who answered in the disagree category with a percentage of 12%, and in the strongly disagree category there was only 1 respondent with a percentage of 1% who answered. From these results it can be concluded that consumers buy products at Mandau Bakery because of recommendations from other people. Meanwhile, in deciding to buy products at Mandau Bakery because of information from other people in the strongly agree category, there were 16 people with a percentage of 16%, respondents who answered in the agree category were 40 people with a percentage of 40%, respondents who answered in the disagree category were 27 people with the percentage was 27%, there were 11 respondents who answered in the disagree category with a percentage of 11%, and in the strongly disagree category there were 6 respondents with a percentage of 6% who answered. From these results it can be concluded that consumers decide to buy products at Mandau Bakery because of information from other people.

The decision to buy products at Mandau Bakery is based on my experience. I have bought 24 people in the strongly agree category with a percentage of 24%, respondents who answered in the agree category were 41 people with a percentage of 41%, respondents who answered in the disagree category were 24 people with a percentage 24%, respondents who answered in the disagree category were 7 people with a percentage of 7%, and in the strongly disagree category there were 4 respondents with a percentage of 4% who answered. From these results it can be concluded that consumers decide to buy products at Mandau Bakery based on previous purchasing experience. Meanwhile, buying products at Mandau bakery because the price and product quality are good, with the strongly agree category numbering 34 people with a percentage of 34%, respondents who answered in the agree category were 29 people with a percentage of 29%, respondents who answered in the disagree category were 22 people with a percentage 22%, there were 12 respondents who answered in the disagree category with a percentage of 12%, and in the strongly disagree category there were 3 respondents with a percentage of 3% who answered. From these results it can be concluded that consumers buy products at Mandau bakery because the price and product quality are good.

The level of satisfaction with Mandau bakery products in the strongly agree category was 31 people

with a percentage of 31%, respondents who answered in the agree category were 40 people with a percentage of 40%, respondents who answered in the disagree category were 19 people with a percentage of 19%, respondents who answered in the disagree category there were 4 people with a percentage of 4%, and in the strongly disagree category there were 6 respondents with a percentage of 6% who answered. From these results it can be concluded that consumers are very satisfied with Mandau bakery products and consumers will purchase products at Mandau bakery repeatedly and recommend others to buy at Mandau bakery.

The Effect of Product Diversification on Purchasing Decisions at the Mandau Bakery Shop, Duri City", analysis of the influence of the product diversification variable (X) on purchasing decisions (Y) was carried out through simple correlation coefficient analysis, referring to a causal relationship where one variable influences another variable. Discussion of research results based on simple regression coefficient testing and testing, using a simple correlation coefficient model. The analysis results show that there is a significant and positive influence of product diversification on purchasing decisions is an effort to market similar products to existing ones.

The t test shows that the calculated t is 7.831, a value that is greater than the t table, with a significance level of 0.000 which is smaller than 0.05 or 5%. From the results of simple linear regression, a positive result of 38.5% was obtained, indicating that product diversification helps consumers choose and search for information about products before purchasing.

The results of this research are also consistent with previous research, such as that conducted by Purnani Manurung (2017) with the title "The Effect of Diversification on Purchasing Decisions (Study at the Hj. Eliya Lubis Nut Bakery Shop in Tebing Tinggi)" and Elsa Sabrina (2020) with the title "The Influence of Product Diversification on Purchasing Decisions at the Feandra Cake Pekanbaru Store in terms of Sharia Economics". Both studies show that product diversification has a positive and significant effect on purchasing decisions. Thus, the results of this research strengthen the conclusion that product diversification has a positive impact on purchasing decisions, providing an important contribution to the development of marketing strategies at Mandau Bakery as well as broader insight in the context of consumer purchasing decisions.

5. Conclusion

Based on the results of analysis and testing, several conclusions can be drawn. First, product diversification has a positive and significant influence on purchasing decisions. The t test shows that the calculated t value for the product diversification variable is 7.831, exceeding the t table value, with a significance level of 0.000, lower than 0.05. This indicates that the higher the level of product diversification at Mandau Bakery, the higher the consumer purchasing decisions. Second, based on R square calculations, product diversification contributes 38.5% to purchasing decisions at the Mandau Bakery Shop. This shows that there is a good and positive relationship between these two variables, which indicates that the better the product diversification at Mandau Bakery, the higher the level of consumer purchasing decisions.

From the results of this research, several suggestions can be given. First, Mandau Bakery needs to continue to improve product innovation and evaluation due to dynamic market conditions and intense competition. From the results of the questionnaire, it appears that the uniqueness of product packaging has not influenced consumer purchasing decisions. Apart from that, repeat product purchases are still low. Therefore, Mandau Bakery needs to continue to diversify its products in various ways to improve consumer purchasing decisions. Second, for future researchers who are interested in researching similar topics, it is recommended to add or replace research variables because there are still other factors that can influence purchasing decisions at Mandau Bakery.

Acknowledgment

We would like to express our sincere thanks to all parties who have contributed to this research,

especially our son Estu Nugrahaning Gusti, as well as thank the respondents who have voluntarily participated in this research. We also express our thanks to all parties who have provided guidance, advice, and technical support throughout this research process. And all the contributions made are very meaningful for the progress of this research. Thank you for your extraordinary dedication and cooperation.

References

- Bachtiar, D. I. (2018). Analisis Pengaruh Diversifikasi Produk dan Harga terhadap Keputusan Pembelian pada UKM Gula Kelapa. *Jurnal Ekonomi Dan Bisnis*, 52–60.
- Bulan, T. (2017). Pengaruh Diversifikasi Produk dan Harga terhadap Kepuasan Konsumen pada Juragan Jasmine Langsa. *Jurnal Manajemen Dan Keuangan*, 6(1), 679–687.
- Elsen, F., & Eti, A. (2021). Pengaruh diversifikasi produk dan harga terhadap keputusan pembelian. *Jurnal Manajemen Modal Insani Dan Bisnis*, 2, 115–121.
- Hamsal. (2021). Pengaruh Produk, Harga, Promosi Dan Tempat Terhadap Pemasaran Paving Block Pada Usaha Dagang Suherwin Pekanbaru. *MSEJ: Manajemen Studies and Entrepreneurship Journal*, 2(2), 100–112. hamsal@eco.uir.ac.id
- Haudi. (2021). Teknik Pengambilan Keputusan. In *Insan Cendekia Mandiri* (Vol. 1).
- Hermawan, L., & Chung, U. M. (2015). Dilema Diversifikasi Produk: Meningkatkan Pendapatan Atau Menimbulkan Kanibalisme Produk? Lucius Hermawan Universitas Ma Chung. *Jurnal Studi Manajemen*, 9(2).
- Manurung, P. (2017). Pengaruh Diversifikasi Produk Terhadap Keputusan 72 Pembelian (Studi Pada Toko Roti Kacang Hj. Eliya Lubis Di Tebing Tinggi). *Jurnal Ilmu Sosial Dan Politik*, 1–78.
- Rakhmawati, R. N. (2015). Analisis pengaruh diversifikasi produk dan lokasi terhadap keputusan pembelian (studi kasus pada toko pantes di kafen kecamatan Margoyoso kabupaten Pati). *Journal of Chemical Information and Modeling*, 53(9), 133.
- Sabrina, E. (2020). Pengaruh Diversifikasi Produk Terhadap Keputusan Pembelian DI Toko Fearndra Cake Pekanbaru Di Tinjau Dari Ekonomi Syariah. *Jurnal Ekonomi Dan Bisnis*, 78.
- Syihabudin, N. (2021). Effectiveness Of Product Diversification And Halal Labeling On Purchasing Decisions Of Msme Food Products During The Covid Pandemic 19. *Nveo-Natural Volatiles & Essential Oils ...*, 8(6), 3119–3131.
- Yohanes, D., Paskalis, D., & Yani, M. S. (2020). Analisis Pengaruh Diversifikasi Produk Terhadap Keputusan Pembelian Konsumen Di Paguyuban Bakery And Cake Kabupaten Nias Selatan. *Manajemen Dan Bisnis*, 5(1), 22–32.
- Irwansyah, Rudy. dkk. (2021). *Perilaku Konsumen*. Bandung: Widina Bhakti Persada.
- Haudi. (2021). *Teknik Pengambilan Keputusan*. Solok: Insan Cendekia Mandiri.
- Sanusi, Anwar. (2017). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.