



ANALYSIS OF FACTORS THAT CREATE PURCHASE DECISIONS AT MYKAN CAFE BEKASI

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Abstract

Keywords:

*Promotion; Price
Perception;
Product Diversity;
Purchasing
Decisions.*

This study is based on the decline in revenue experienced by Mykan Cafe during 2023 compared to the previous year, which indicates a decline in consumer purchasing decisions. In the context of increasingly competitive culinary business competition, it is important to understand the factors that influence purchasing decisions to formulate an effective marketing strategy. So, this study was conducted to examine the factors that influence purchasing decisions at Mykan Cafe Bekasi. With the determining factors used being promotion, price perception, and product diversity. This study uses a quantitative research method with a non-probability sampling technique (Purposive Sampling) by distributing questionnaires that have been in accordance with the criteria relevant to this study, namely 96 respondents. This data analysis method uses multiple linear regression analysis techniques, using the SPSS 25 statistical test application. This analysis is used to measure the influence between independent variables on dependent variables. The results of the study show that both partially or simultaneously promotion, price perception, and product diversity have a positive and significant effect on purchasing decisions. The magnitude of the determination coefficient of 76% indicates that promotion, price perception, and product diversity can explain purchasing decisions and the remaining 24% is explained by other variables not examined in this study. This implies that promotions, price perceptions, and product diversity carried out optimally will create purchasing decisions.

INTRODUCTION

Advances in the world of marketing today bring various opportunities as well as challenges for businesses, including the culinary industry such as cafes. Not only a place to enjoy food and drinks, cafes are now also a space for customers to socialize, work, and express their creativity. With the increasingly tight competition in this industry, cafe owners need to understand the various factors that influence customer purchasing decisions to develop more effective marketing strategies. In the culinary industry, consumer purchasing decisions are influenced by a few main

factors, such as promotion, price perception, and product diversity. Promotion is an activity carried out by companies to convey product advantages and influence consumers to be interested and buy the product (Tanjung, 2020). Meanwhile, price perception is a crucial aspect in determining purchasing decisions, because customers tend to choose products that they think offer value comparable to the price given. In addition, product diversity is defined as the entire range of products and goods provided by sellers to consumers (Nilasari et al., 2021) .

One of the culinary businesses that is facing challenges in maintaining its competitiveness is Mykan Cafe, which is in Bekasi City. Mykan Cafe provides a variety of food and beverage menus that have been adjusted to its target market. In addition, the location of the cafe is strategic, and the cafe is clean, comfortable, free wifi and affordable prices. However, along with the progress of the times and the increasing number of business ventures with similar concepts, sales at Mykan Cafe experienced a decline in sales in 2023. Where total sales in 2022 were higher than total sales in 2023. The following is sales data from Mykan Cafe.

Table 1. Mykan Business Sales Data Cafe

MONTH	2022	2023
January	18,755,500	19,605,000
February	19,868,000	19,745,000
March	24,203,500	20,710,000
April	23,569,000	21,015,000
May	25,870,000	19,465,000
June	25,030,000	20,850,000
July	24,150,000	21,980,000
August	24,300,000	20,550,000
September	22,535,000	20,240,000
October	23,890,000	22,750,000
November	23,553,000	22,550,000
December	24,305,000	23,870,000
TOTAL	280,029,000	253,330,000
DIFFERENCE	26,699,000	

Source: Primary Data, 2025

Table 1 shows that despite implementing various marketing strategies, such as promotions through social media, providing special discounts, and endorsements from artists and influencers, Mykan Cafe experienced a decline in sales in 2023 compared to the previous year. This was triggered by changes in consumer preferences, the lack of menu variations that were able to attract attention, and the ineffectiveness of the promotional strategies implemented. As a result, sales volume decreased, and the cafe had difficulty attracting new customers or retaining old customers. This condition causes customers to tend to compare Mykan Cafe with other cafes in Bekasi. If this problem is not resolved immediately, the decline in sales can continue, which can ultimately weaken consumer decisions to buy, customer loyalty and reduce Mykan Cafe's competitiveness in the market. Therefore, this study chose Mykan Cafe because of its low consumer purchasing decisions. The purpose of this study is to analyze the effect of promotion, price perception, and product diversity on purchasing decisions at Mykan Cafe Bekasi.

Based on various previous studies, it shows that promotion, price perception, and product diversity influence purchasing decisions, but some other researchers show no influence. The results of previous researchers show differences in results, the following table.

Table 2. *Research Gap*

Issue	Results	Researcher (Year)
There are different research results regarding the influence of promotions on purchasing decisions.	Promotions influence purchasing decisions	(Cape, 2020)
	Promotions have no effect on purchasing decisions	(Ardiansyah & Khalid, 2022)
There are different research results regarding the influence of price perception on purchasing decisions.	Price Perception Influences Purchasing Decisions	(Anggraeni & Soliha, 2020)
	Price Perception Does Not Influence Purchasing Decisions	(Laisina & Fairliantina, 2022)
There are different research results regarding the influence of product diversity on purchasing decisions.	Product diversity influences purchasing decisions	(Soetanto et al., 2020)
	Product diversity does not affect purchasing decisions	(Ulfami & Saino, 2020)

Source: Data processed 2025

From the explanation above, this can be used as one of the reasons that encourage researchers to re-test the influence of promotion, price perception, and product diversity on purchasing decisions at Mykan Cafe Bekasi.

LITERATURE REVIEW

Consumer Behavior

According to (Adriyanti & Abubakar, 2023) Consumer behavior includes how individuals, groups, and organizations select, purchase, use, and manage goods, services, ideas, or experiences to meet their own needs and desires. Consumer behavior is an action shown by individuals when they choose and determine various product or service options that they want to buy (Irwansyah et al., 2021)

Buying decision

Consumer purchasing decisions are steps taken by consumers to purchase a product (Rosmayanti, 2023) . According to (Ernawati et al., 2021), consumer purchasing decisions involve choosing the preferred brand from the various choices available, but there are two factors that can influence between purchasing intentions and actions. According to (Ekowati et al., 2020) consumer purchasing decisions include four decision indicators, namely (a) Consistency in a product (b) Habits in purchasing a product (c) Giving recommendations to others (d) Making repeat purchases

Promotion

Promotion is an activity carried out by a company to convey product advantages and influence consumers to be interested and buy the product (Tanjung, 2020). According to (Ekowati et al., 2020) promotion includes forms of communication with the aim of providing information, persuading, and reminding people about products made by companies, individuals, or households. According to (Tanjung, 2020), the dimensions of promotion consist of 5 (five) promotional tools, namely (a) Advertising (b) Sales Promotion (c) Personal Selling (d) Public Relations (e) Direct Selling

Price Perception

According to (Humam et al., 2022), price perception is an expense perceived by consumers as a cost that needs to be incurred to obtain the desired product or service. Schiffman & Kanuk (2018) explain that price perception is a consumer's assessment of the adequacy or appropriateness of the price set, which can significantly influence purchasing intentions and the decision-making process.

According to (Laisina & Fairliantina, 2022) there are several indicators that can be used to assess price perception, namely (a) Price based on value (b) Competitive price (c) Pricing according to good quality (d) Price with appropriate benefits

Product Diversity

According to (Nilasari et al., 2021) product diversity is defined as the entire range of products and goods provided by sellers to consumers. According to (Soetanto et al., 2020), product diversity is a strategy that differentiates products from competitors, and can even surpass them, thereby creating value that is valued by consumers. According to (Nilasari et al., 2021) indicators of product diversity are (a) Diverse product sizes (b) Diverse product types (c) Diverse product materials (d) Diverse product designs (e) Consistency of the product mix

Promotion of Purchasing Decisions

Promotion can influence purchasing decisions. Where promotion can play a role in improving the cafe's brand image in front of consumers. Such as the use of advertisements on social media, brochures that provide special offers or information about the menu at the cafe can attract the attention of potential customers. With increasing consumer awareness of the cafe and existing promotions, they are more likely to consider the cafe in their decisions. In addition, offers such as discounts, vouchers, or special offers can provide additional encouragement for customers to make purchases. Where this is supported by (Tanjung, 2020) resulting in the conclusion that promotion has a positive effect on purchasing decisions. Supported by research from (Tolan et al., 2021) states that promotion influences purchasing decisions.

H₁: Promotions influence purchasing decisions

Price Perceptions on Purchasing Decisions

Price perception has a major influence on consumer purchasing decisions. When consumers evaluate the price of a product, they pay attention not only to the nominal figure, but also to the value they get from the product. If consumers feel that the price offered is in accordance with the quality and benefits, they receive, they are more likely to buy the product. For example, products with higher prices are often associated with better quality, increasing their appeal. Conversely, prices that are considered too high for no apparent reason can hinder purchasing decisions. In the process of making product purchasing decisions, price is one of the main factors considered by consumers. As a very sensitive element in purchasing decisions for goods or services, price is often the reason consumers cancel their intention to buy. Price is the main aspect that consumers pay attention to and has been the subject of extensive research. Where this is supported by research from (Anggraeni & Soliha, 2020) which concluded that price perception has a positive effect on purchasing decisions. According to (Rohmawati & Paludi, 2023) it stated that price perception has a positive and significant effect on purchasing decisions.

H₂: Price perception influences purchasing decisions.

Product Diversity on Purchasing Decisions

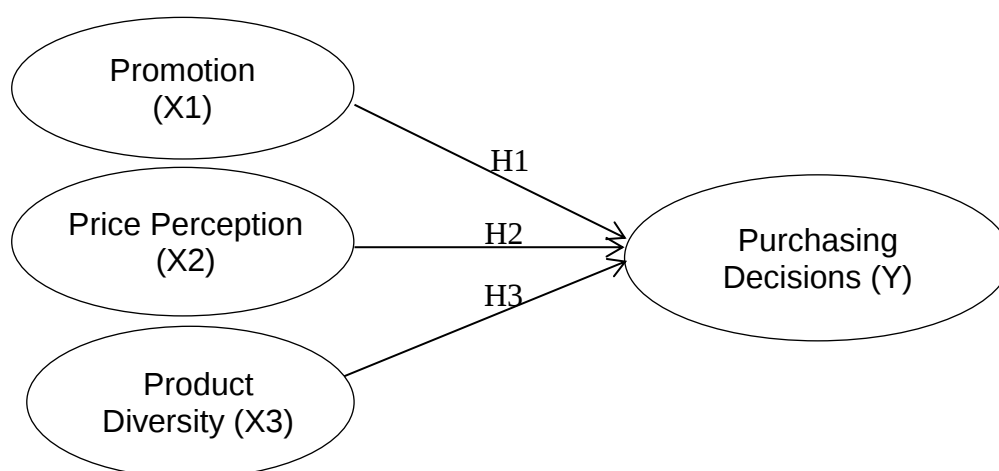
Product diversity can influence purchasing decisions. Where product diversity allows customers to get choices that suit their tastes and needs. By providing a variety of menus, it can attract customer segments with different preferences. Good product diversity increases the likelihood of customers finding what they want or need, thus encouraging them to make a purchase. If customers feel that the cafe

offers many interesting choices, they may be more motivated to buy more or visit the cafe more often. According to research from (Soetanto et al., 2020), it was concluded that product diversity has a significant effect on purchasing decisions. These results are supported by research (Arlina et al., 2023) stating that product diversity has a positive and significant effect on consumer purchasing decisions. From the description above, the following hypothesis can be drawn:

H₃: Product diversity influences purchasing decisions

CONCEPTUAL FRAMEWORK

Figure 1
Framework



Source: Author, 2025

RESEARCH METHOD

The variables of this study are divided into 2, namely independent variables and dependent variables. The independent variables of this study consist of: Promotion (X1), Price Perception (X2), Product Diversity (X3). The dependent variables of this study are Purchase Decision (Y). This type of research is a type of quantitative descriptive research. The object of this research is Mykan Cafe Bekasi. The population of this study is Mykan Cafe consumers in Bekasi City with an unknown population. The sample in this study consisted of a few buyers at Mykan Cafe Bekasi, considering the total population unknown. Therefore, a representative sample was formed from the population using the Cochran formula so that 96 samples were obtained. Sampling in this study used the *Non-Probability Sampling method* with the *Purposive Sampling technique*, which is a sampling technique based on certain considerations (Sugiyono, 2019), the type of research data is primary data and secondary data. The data collection method used is a questionnaire. In this study, questionnaires were distributed to Mykan Cafe Bekasi consumers via Google Form and distributed directly to respondents. The analysis method used in this study uses descriptive analysis. The scale used in this study uses the Likert Scale. The analysis technique uses multiple linear regression analysis using the SPSS Version 25 program.

RESULT AND DISCUSSION

Validity Test and Reliability Test

Table 3. Validity Test Results

No	Variables	R count	R table	Sig.	Note
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1	Promotion	X1.1	0.754	0.2006	0,000	Valid
		X1.2	0.842	0.2006	0,000	Valid
		X1.3	0.777	0.2006	0,000	Valid
		X1.4	0.617	0.2006	0,000	Valid
		X1.5	0.740	0.2006	0,000	Valid
2	Price Perception	X2.1	0.817	0.2006	0,000	Valid
		X2.2	0.669	0.2006	0,000	Valid
		X2.3	0.739	0.2006	0,000	Valid
		X2.4	0.755	0.2006	0,000	Valid
3	Product Diversity	X3.1	0.737	0.2006	0,000	Valid
		X3.2	0.776	0.2006	0,000	Valid
		X3.3	0.653	0.2006	0,000	Valid
		X3.4	0.725	0.2006	0,000	Valid
		X3.5	0.799	0.2006	0,000	Valid
4	Buying decision	Y1	0.758	0.2006	0,000	Valid
		Y2	0.656	0.2006	0,000	Valid
		Y3	0.721	0.2006	0,000	Valid
		Y4	0.776	0.2006	0,000	Valid

Source: processed primary data, 2025

The results of the table below show that the indicators used to measure the variables in this study have a correlation greater than r table 0.2006 for a sample of 96 respondents with a level of $\alpha = 5\%$ (0.05). So, r count is greater than r table, so it is declared valid.

Table 4. Reliability Test Results

Variables	Cronbach Alpha	Alpha Reliability Standard	Information
Promotion	0.802	0.60	Reliable
Price Perception	0.730	0.60	Reliable
Product Diversity	0.791	0.60	Reliable
Buying decision	0.702	0.60	Reliable

Source: processed primary data, 2025

The results of the Reliability Test table below state that Cronbach's Alpha value for each variable is greater than 0.60, therefore all variables are stated to be reliable.

Multiple Linear Regression Analysis

Table 5. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.020	.859		2,351	.021
	Promotion	.206	.086	.270	2.403	.018
	Price Perception	.279	.081	.293	3.428	.001
	Product Diversity	.281	.077	.374	3,630	.000

a. Dependent Variable: Purchasing Decision

Source: Processed Primary Data, 2025

The results of the table above state that the resulting linear regression model equation is

$$Y = 0,270X_1 + 0,293X_2 + 0,374X_3$$

T-test

Based on the results of the T-test in table 5, it can be stated as follows:

1. The t-test value between the Promotion variable and the Purchase Decision obtained a T-count of $2.403 > 1.98609$ with a sign. of 0.018. The sig. value of the T-test is smaller ($<$) than $\alpha = 0.05$, the hypothesis in this study indicates that H1 is accepted.
2. The t-test value between the variables of Price Perception and Purchasing Decisions obtained T-count of $3.428 > 1.98609$ with sign. 0.001. The sig. test value is smaller ($<$) than $\alpha = 0.05$, the hypothesis in this study indicates that H2 is accepted.
3. The t-test value between the Product Diversity variable and Purchasing Decision obtained a T-count of $3.630 > 1.98609$ with a sign. of 0.000. The sig. value of the T-test is smaller ($<$) than $\alpha = 0.05$, the hypothesis in this study indicates that H3 is accepted.

F Test

Table 6. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	352,653	3	117,551	101,374	.000 ^b
	Residual	106,681	92	1.160		
	Total	459,333	95			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Product Diversity, Price Perception, Promotion

Source: Processed Primary Data, 2025

Table 7 shows that the calculated F value is 101.374 with sign. 0.000. The sign. value which is smaller ($<$) than $\alpha = 0.05$ shows that simultaneously there is a significant influence of the promotion variable, price perception, and product diversity on purchasing decisions.

Coefficient of Determination (R^2)

Table 7. Results of the Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.876	0.768	0.760	1.07683

Source: Processed Primary Data, 2025

From Table 10 it is shown that the value of the Adjusted R Square determination coefficient (R^2) of 0.760, which can be said that the influence of the independent variables Promotion, Price Perception, and Product Diversity on Purchasing Decisions has an influence of 76% and the remaining 24% is influenced by other factors outside this study.

Discussion

The Effect of Promotion on Purchasing Decisions

The results of the hypothesis test (H1) show a positive influence between Promotion and Purchasing Decisions. Based on the test results, the T-value is 2.403, which is greater than the T-table of 1.98609 with a significance level of 0.018, which is less than 0.05. Therefore, H1 is accepted. Statistically, this proves that Promotion has a positive and significant effect on Purchasing Decisions. In other words, there is a positive relationship between the promotion variable and purchasing decisions at Mykan Cafe. The results of this study indicate that promotion has an influence on purchasing decisions. Promotion can play a role in improving the brand image of the cafe in the eyes of consumers. Mykan Cafe utilizes social media and brochures that offer special offers or provide information about the menu, which can attract the attention of potential customers. With increasing consumer awareness of the cafe and the promotions offered, they are more likely to consider the cafe in the decision-making process. In addition, Mykan Cafe often provides discounts, vouchers, or special offers that can provide extra encouragement for customers to make purchases. This finding is in line with research by Tanjung (2020), which concluded that promotion has a positive effect on purchasing decisions, as well as research by Tolan et al. (2021) who also stated that promotions influence purchasing decisions.

The Influence of Price Perceptions on Purchasing Decisions

The results of the hypothesis test (H2) show a positive influence between Price Perception on Purchasing Decisions. Based on the test results using SPSS, the T-value is 3.428, which is greater than the T-table of 1.98609 with a significance level of 0.001, which is less than 0.05. Therefore, H2 is accepted. Statistically, this proves that Price Perception has a positive and significant effect on Purchasing Decisions. In other words, there is a positive relationship between the variables Price Perception and Purchasing Decisions at Mykan Cafe. Statistically, the results of this study indicate that price perception has a significant effect on consumer purchasing decisions at Mykan Cafe. This means that consumers' views on the prices set by the cafe greatly influence whether they will continue to make a purchase or not. If the price is considered appropriate to the value or quality received, consumers tend to feel more satisfied and more motivated to buy. This finding is in line with the research of Anggraeni & Soliha (2020) which concluded that price perception has a positive effect on purchasing decisions. Rohmawati & Paludi (2023) stated that price perception has a positive and significant effect on purchasing decisions.

The Influence of Product Diversity on Purchasing Decisions

The results of the hypothesis test (H3) indicate a positive influence between Product Diversity on Purchasing Decisions. Based on the test results using SPSS, the T-value is 3.630, which is greater than the T-table of 1.98609 with a significance level of 0.000, which is less than 0.05. Therefore, H3 is accepted. Statistically, this proves that Product Diversity has a positive and significant effect on Purchasing Decisions. In other words, there is a positive relationship between the variables of Product Diversity and Purchasing Decisions at Mykan Cafe. The results of this study indicate that product diversity has an influence on purchasing decisions. Product diversity provides an opportunity for customers to choose according to their tastes and needs. By providing a variety of menu choices, Mykan Cafe can attract various

customer segments with different preferences. Good product diversity increases the chances of customers finding the choices they want or need. At Mykan Cafe, a variety of food and beverage menus are available as options for consumers to determine the one that best suits their desires. This finding is in line with the research of Soetanto et al., (2020), which concluded that product diversity has a significant effect on purchasing decisions. These results are supported by research by Arlina et al., (2023) which states that product diversity has a positive and significant effect on consumer purchasing decisions.

CONCLUSION

Based on the results of the study conducted on the Influence of Promotion, Price Perception and Product Diversity on Purchasing Decisions at Mykan Cafe Bekasi, it can be concluded that the results of the hypothesis test show that H1 is accepted, this proves that Promotion (X1) partially influences Purchasing Decisions (Y) at Mykan Cafe. This shows that if promotion increases, purchasing decisions also increase. The results of the hypothesis test show that H2 is accepted, this proves that Price Perception (X2) partially influences Purchasing Decisions (Y) at Mykan Cafe. The results of this test can be interpreted as the more positive the consumer's perception of the price offered, the higher the purchasing decision. The results of the hypothesis test show that H3 is accepted, this proves that Product Diversity (X3) partially influences Purchasing Decisions (Y) at Mykan Cafe. This shows that if product diversity is high, purchasing decisions will increase.

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