

**THE INFLUENCE OF PRODUCT DIVERSITY, PRODUCT QUALITY, AND
SERVICE QUALITY ON CUSTOMER PURCHASING DECISIONS AT MR.DIY
TUNJUNGAN PLAZA SURABAYA**



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Abstract

As business rapidly develops these days, there is fierce competition among business players, particularly in the retail sector. Mr.DIY is one of the retail businesses competing in the current market by offering a wide variety of products. This research was conducted to investigate the influence of product diversity, product quality, and service quality on customer purchasing decisions at Mr.DIY Tunjungan Plaza Surabaya. The type of research used is quantitative. The population in this study is customers who have purchased Mr.DIY products at Tunjungan Plaza Surabaya, who are at least 17 years old and live in Surabaya. This research employed a sample of 100 respondents using the non-probability and purposive sampling methods. Multiple linear regression analysis was employed to analyze the data, which was tested using SPSS version 27. The findings of this study indicate that product diversity, product quality, and service quality have a simultaneous impact on customer purchasing decisions. Product diversity has a significant influence on purchasing decisions, product quality has a significant influence on purchasing decisions, and service quality has a significant influence on purchasing decisions.

Keywords: Product Diversity, Product Quality, Service Quality, Purchasing Decisions

INTRODUCTION

As business rapidly develops these days, this development has brought about increasingly intense competition among companies with each other. This means that business people must have the ability to compete to attract the attention of customers, so that the competition that occurs makes business people innovate to design and implement a different or unique business strategy so that their business can survive. Therefore, the key to gaining a competitive advantage and success when running a business is strategy. In deciding on a strategy to compete, it must be superior and appropriate when implemented in a business. In this way, business people are required to evaluate the situation or situation and market conditions by assessing their business while it is on the market.

The customer purchasing decision is the stage where the customer has confirmed his choice and purchased the product and consumed it (Suhardi *et.al.*, 2020). Awareness of wants and needs can be an initial factor in a customer's decision to purchase a product. After consumers understand the problem they are facing and look for information about a particular product or brand, they go through a series of processes that lead to a purchasing decision (Octavian, 2024). The process of making purchasing decisions by customers includes identifying needs, searching for information, assessing alternatives, making the decision to purchase, and behavior after purchase. Many studies have been conducted regarding consumer behavior in purchasing decisions. Various factors can influence purchasing decisions, both internal and external factors (Abdul, 2021).

Customers can make decisions because they can choose to make a purchase, not purchase, or use their time in another way. On the other hand, decisions are not taken if consumers are forced to make certain purchases or take certain actions because they have no other choice. Customer purchasing decisions can not only be seen from the products offered, but are also influenced by several factors such as product diversity, product quality and service quality.

Regarding product diversity, according to Kotler and Keller in Abdul (2021), product diversity is the availability of various kinds of products based on quantity, accuracy of taste, and expectations with the products offered so that customers will have, use, and consume products from the manufacturer. Apart from that, with the diversity of products, the number and types of Goods have many kinds, so various choices arise in purchasing activities.

Product diversity is one important aspect that entrepreneurs must pay attention to. Good diversity can attract consumers' attention to visit and make purchases at the company. Product diversity includes all types of goods and products offered for sale by a particular seller.

Product diversity is one of the company's special attractions for customers. With this diversity, customers will have a high level of choice in deciding to purchase the products being marketed. Because customers will think that just by visiting one shop, they will get various kinds of products for their daily needs without requiring customers to move to another shop and save more time. With product diversity, customers will ensure the quality of the products they buy.

According to Firmansyah in Aghitsni & Busyra (2022), product quality is something that meets satisfaction, needs, and desires that is offered to the market so that it can be owned, used, cared for, or consumed by customers. Product quality is one of the important aspects that potential buyers pay attention to when deciding to buy goods or services. Therefore, companies need to ensure that the products offered are of high quality so that they are more popular than competitors' products. If the company has met quality standards that suit the needs and expectations of potential buyers, then purchasing decisions will be easier to make.

The best way for a company to attract customers' attention is by providing high-quality goods. This allows customers to assume that quality products provide the added value they are looking for. Product quality reflects the steps a company takes to compete in the market by creating significant differences between the products or services offered and those of competitors.

Apart from the issue of product diversity and product quality, there is another factor that is very important for customers making purchasing decisions, namely, service quality. Service quality, according to Tjiptono in Suhardi et al (2020), is any action that can be given by one party to another party, which is intangible and does not result in ownership of something. In many situations, the quality of service provided by a company can influence customers to buy the products offered. Service quality is seen from the assessment given by customers regarding the excellence of the service received (Khoo, 2022).

Companies need to provide satisfactory service to consumers so that they feel interested and satisfied when making purchases or transactions. Fast, precise, and friendly service makes customers interested in buying, if the company's service is bad, then customers

will be uncomfortable and decide not to make a purchase. When consumers experience positive experiences and good attitudes during the service consumption process, they tend to have a positive view of the service provider.

Based on previous research done by Rozi & Khuzaini (2021) found that product diversity has a positive and significant effect on customer purchasing decisions. Dewi (2022) found that product quality influences purchasing decisions. Syafrudin et al (2020) found that service quality influences purchasing decisions. Meanwhile, in contrast to Ulfami's (2020) research which states that product diversity does not affect purchasing decisions, Sutardjo & Resditian (2024) states that product quality has no effect on purchasing decisions, and Baihaky et al (2022) stated that service quality does not have a significant effect on purchasing decisions.

Current business developments that are competing for market share are businesses in the retail sector. Retail businesses in Indonesia are currently competing year to year to continue to face growth, so retail businesses are now very easy to find. Nowadays, the retail industry has become a superior supply chain for society among businesses in other industries. This is because retail businesses generally meet people's needs. Retail is the most important segment, which plays the role of being the end of the distribution process in the goods distribution chain.

Overall, the combination of a lack of product variety, low product quality, and unsatisfactory service means customers have a poor shopping experience at MR. DIY Tunjungan Plaza Surabaya. These problems are the main challenges that need to be addressed immediately by management to increase customer satisfaction, strengthen competitiveness in the market, and maintain business sustainability amidst intense competition. The current retail industry shows that increasingly fierce competition encourages business people to innovate and create effective strategies to attract customer attention.

Although Mr.DIY has shown steady growth, challenges remain, especially in maintaining customer loyalty amidst the multitude of options available in the market. Therefore, it is important to understand the factors that influence customer purchasing decisions, such as product variety, product quality, and service quality, so that Mr.DIY can continue to compete and develop in this dynamic retail market. This reflects changes in consumer behavior who are increasingly selective and critical in choosing where to shop, so

this research becomes relevant to provide deeper insight into strategies that can be implemented by Mr.DIY to improve customer purchasing decisions.

REVIEW OF LITERATURE

Product Diversity

According to Kotler and Armstrong in Reza (2021), product diversity refers to all types of products and goods offered by business actors to consumers. Therefore, business actors need to make the right decisions regarding the variety of products provided. With this diversity, it will be easier for consumers to choose and make purchasing decisions according to their needs and desires. According to Kotler in Reza (2021) revealed that in product diversity, there are several indicators which include: product brand variations, product completeness variations, product size variations, and product quality variations.

The relationship between product diversity and customer purchasing decisions, according to Yolandia (2022) and Faradila et al. (2022), found that the more product choices, the greater the possibility that people will buy something. These results show that making changes to a product can make people more interested and motivated to buy it. When customers have many choices, they feel they have more power and can choose the product that best suits their desires and tastes.

Product Quality

According to Philip Kotler in Cesariana et al. (2022), product quality is any product that can be offered to the market to meet consumer needs or desires, with an emphasis on good quality. According to Sangadji and Sopiah in Saribu et al. (2020) define product quality as a customer's overall assessment of the appropriateness of the performance of goods or services. According to Haris & Welsa, in Mahira et al. (2021), stated product quality indicators such as reliability, durability, and conformance to specification.

The relationship between product quality and customer purchasing decisions, according to Setyani & Gunadi (2020) and Juniyanti & Saputra (2022) can shows that product quality plays a significant role in influencing consumer purchasing decisions. Therefore, companies need to pay attention to and improve the quality of their products in order to positively influence consumer purchasing decisions. When customers feel confident that they will receive a high-quality product, they will have greater confidence in making a purchase.

Service Quality

According to Bates and Hoffman in Hardiyanto (2019), service quality is the assessment given by customers to the service provision process. Thus, assessing service quality can be interpreted as an evaluation of the service production process. Meanwhile, according to Goetsch and Davis in Gofur (2019) describe service quality is described as a dynamic condition, which is related to products, services, human resources, processes, and the environment, and meets or even exceeds customer expectations. According to Meilani & Sugiarti (2022), there are five indicators of service quality, namely, tangible, reliability. Responsiveness, empathy, assurance.

The relationship between service quality and customer purchasing decisions, according to Lagautu et al. (2019) and Arianto (2020), shows that service quality can have a significant influence on consumer purchasing decisions. Thus, good service quality will make consumers tend to make purchasing decisions, but if the quality of the service provided is not good, then it is likely that consumers will not make purchasing decisions about the product. So, the better the quality of service provided, the more consumers will make purchases.

Purchasing Decision

The purchasing decision is a common process for customers to evaluate whether purchasing a product will meet their needs for goods or services. This includes all actions taken by customers, from purchasing, using, to disposing of products and services. Purchasing decisions are a planning process that involves determining alternative options to reach a final decision regarding purchasing (Firmansyah, 2020). According to Kotler and Armstrong in Kapirossi & Prabowo (2023), purchasing decision indicators are as follows:

1. Buying stability, knowing product information
2. Decided to buy because it was the most preferred brand
3. Buy because it suits your wants and needs
4. Bought because of recommendations from other people

RESEARCH METHOD

The type of research used in this research is associative quantitative research because this research asks about the relationship between two or more variables. Quantitative research

emphasizes analysis of numerical data processed using statistical methods. The author collected data for this research by conducting a survey of a population sample by administering a questionnaire. All answers given by respondents will be analyzed using statistical calculation techniques. This research examines customer purchasing decisions at Mr. DIY Tunjungan Plaza Surabaya. The target of this research was Mr. DIY Tunjungan Plaza Surabaya, who is at least 17 years old and domiciled in Surabaya.

To find out the number of samples using the Slovin formula with a total of 100 respondents. In this research, the technique used for sampling is non-probability sampling. In determining the sample, a purposive sampling technique is a sample that is specifically selected based on the research objectives (Hardani et al. 2020). Data analysis techniques use validity tests, reliability tests, classical assumption tests in the form of normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis tests in the form of partial tests (t), simultaneous tests (F), and coefficient of determination tests (R²).

RESULTS AND DISCUSSION

The results of the questionnaire via Google Form have collected a sample of 100 respondents, which shows the characteristics of respondents based on gender, 74% female and 26% male. Characteristics of respondents based on age: 17-20 years, 57%, 21-24 years, 20%, >25 years, 23%. Characteristics of respondents based on domicile: East Surabaya 25%, West Surabaya 17%, Central Surabaya 11%, South Surabaya 10%, and North Surabaya 37%.

Validity Test

Validity test is a test to determine whether a questionnaire is valid or not. The validity test aims to ensure that the statements in the questionnaire have the accuracy of the data used by comparing the correlation value between r_{count} (correlated item-total correlation) with a predetermined value r_{table} . If $r_{\text{count}} > r_{\text{table}}$, then the statement is considered valid.

Table 1
Validity Tes

| No. | Variabel | r _{count} | r _{table} | Ket. |
|-------------------|----------|--------------------|--------------------|-------|
| Product Diversity | | | | |
| 1. | X1.1 | 0,699 | 0,1966 | Valid |
| 2. | X1.2 | 0,626 | 0,1966 | Valid |
| 3. | X1.3 | 0,687 | 0,1966 | Valid |
| 4. | X1.4 | 0,659 | 0,1966 | Valid |

| | | | | |
|---------------------|-------|-------|--------|-------|
| 5. | X1.5 | 0,718 | 0,1966 | Valid |
| 6. | X1.6 | 0,742 | 0,1966 | Valid |
| 7. | X1.7 | 0,728 | 0,1966 | Valid |
| 8. | X1.8 | 0,697 | 0,1966 | Valid |
| Product Quality | | | | |
| 1. | X2.1 | 0,802 | 0,1966 | Valid |
| 2. | X2.2 | 0,854 | 0,1966 | Valid |
| 3. | X2.3 | 0,887 | 0,1966 | Valid |
| 4. | X2.4 | 0,859 | 0,1966 | Valid |
| 5. | X2.5 | 0,636 | 0,1966 | Valid |
| 6. | X2.6 | 0,762 | 0,1966 | Valid |
| Service Quality | | | | |
| 1. | X3.1 | 0,644 | 0,1966 | Valid |
| 2. | X3.2 | 0,669 | 0,1966 | Valid |
| 3. | X3.3 | 0,600 | 0,1966 | Valid |
| 4. | X3.4 | 0,774 | 0,1966 | Valid |
| 5. | X3.5 | 0,676 | 0,1966 | Valid |
| 6. | X3.6 | 0,714 | 0,1966 | Valid |
| 7. | X3.7 | 0,639 | 0,1966 | Valid |
| 8. | X3.8 | 0,739 | 0,1966 | Valid |
| 9. | X3.9 | 0,785 | 0,1966 | Valid |
| 10. | X3.10 | 0,786 | 0,1966 | Valid |
| Purchasing Decision | | | | |
| 1. | Y.1 | 0,698 | 0,1966 | Valid |
| 2. | Y.2 | 0,736 | 0,1966 | Valid |
| 3. | Y.3 | 0,687 | 0,1966 | Valid |
| 4. | Y.4 | 0,789 | 0,1966 | Valid |
| 5. | Y.5 | 0,731 | 0,1966 | Valid |
| 6. | Y.6 | 0,737 | 0,1966 | Valid |
| 7. | Y.7 | 0,674 | 0,1966 | Valid |
| 8. | Y.8 | 0,723 | 0,1966 | Valid |

It can be seen that the value of $r_{count} > r_{table}$ obtained through the formula degree of freedom (df) = n-2, $\alpha = 5\%$, then the calculation is $100 - 2 = 98$. The value of r_{table} df = 98, $\alpha = 5\%$ is 0.1966. Therefore, all indicators in the research variables are considered valid.

Reliability Test

Table 2
Reliability Test

| Variabel | Cronbach's Alpha | Cronbach's Alpha Minimum | Ket. |
|----------|------------------|--------------------------|------|
|----------|------------------|--------------------------|------|

| | | | |
|-------------------------------------|-------|------|----------|
| Product Diversity (X ₁) | 0,845 | 0,60 | Reliabel |
| Product Quality (X ₂) | 0,888 | 0,60 | Reliabel |
| Service Quality (X ₃) | 0,884 | 0,60 | Reliabel |
| Purchasing Decision (Y) | 0,863 | 0,60 | Reliabel |

It can be seen that the reliability test output can be concluded that all variable indicators in the research have Cronbach's Alpha > 0.60, so the questionnaire used in this research is reliable, has good accuracy, and is suitable for the next stage of analysis.

Normality Test

The normality test is used to determine whether the distribution of residual values in the regression model has normal characteristics. To prove that the data follows a normal distribution, statistics are carried out using Kolmogorov-Smirnov. Data is considered to have a normal distribution if the significance value obtained from the test is greater than 0.05.

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual | |
|--|-------------------------|-------------------------|------|
| N | | 100 | |
| Normal Parameters ^{a,b} | Mean | ,0000000 | |
| | Std. Deviation | 2,71582204 | |
| Most Extreme Differences | Absolute | ,088 | |
| | Positive | ,088 | |
| | Negative | -,080 | |
| Test Statistic | | ,088 | |
| Asymp. Sig. (2-tailed) ^c | | ,053 | |
| Monte Carlo Sig. (2-tailed) ^d | Sig. | ,054 | |
| | 99% Confidence Interval | Lower Bound | ,048 |
| | | Upper Bound | ,060 |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

It is known that the significance value is 0.053, which indicates $0.053 > 0.05$ or the significance value > 0.05. It can be concluded that the normality test results, using the Kolmogorov-Smirnov method Kolmogrov-Smirnov show a normal distribution. So, this research can be continued to the next testing stage.

Multikolinearitas Test

The multicollinearity test is a test of the data between regression models, with the correlation between independent variables. This is expressed through the VIF value

(Variance Inflation Factor). Multicollinearity is considered not to occur if the VIF value is ≤ 10 and the tolerance value is > 0.10 . The following are the results of multicollinearity testing:

Table 4
Multicollinearity Test

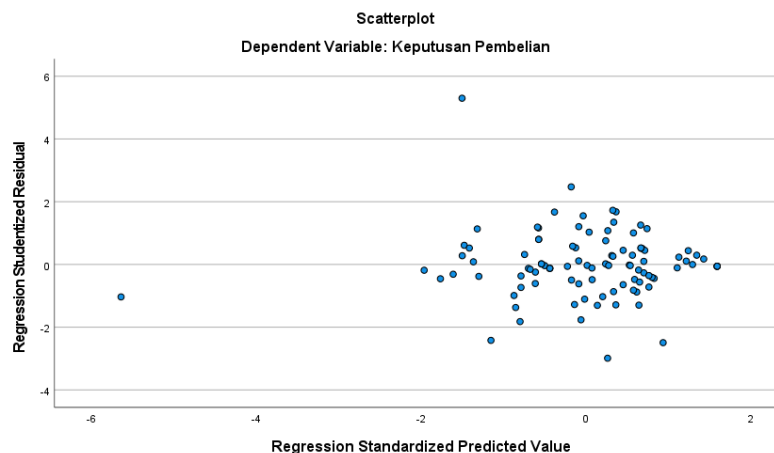
| Coefficients ^a | | | |
|--|-------------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Product Diversity | ,466 | 2,243 |
| | Product Quality | ,666 | 1,502 |
| | Service Quality | ,384 | 2,605 |
| a. Dependent Variabel: Purchasing Decision | | | |

It can be seen that the multicollinearity test results obtained from all independent variables or independent variables have a tolerance value > 0.10 and a VIF value < 10 , so it can be concluded that the regression model is declared good because there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether there are differences in residual variance in the regression model. This test involves observing the Scatterplot graph between SPRESID and ZPRED to determine whether there is a certain pattern. If there is no clear pattern, such as points spreading above and below the number 0 on the Y axis, then it can be concluded that there is no heteroscedasticity. The following are the results of the heteroscedasticity test.

Figure 1
Heteroscedasticity Test



It was found that the Scatterplot graph shows that there is no particular pattern; it is clear that the data points are spread without a pattern and are around zero. Therefore, it is concluded that heteroscedasticity did not occur in this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used as a test to assess the extent to which product diversity, product quality, and service quality as independent variables influence purchasing decisions as dependent variables. The following are the results of multiple regression analysis using SPSS 27 software:

Table 5
Multiple Linear Regression Analysis

| Coefficients ^a | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1,072 | 2,430 | | ,441 | ,660 |
| | Product Diversity | ,195 | ,097 | ,177 | 2,007 | ,048 |
| | Product Quality | ,239 | ,082 | ,211 | 2,926 | ,004 |
| | Service Quality | ,482 | ,086 | ,535 | 5,635 | <,001 |

a. Dependent Variable: Purchasing Decision

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1,072 + 0,195 X_1 + 0,239 X_2 + 0,482 X_3 + e$$

The following is the interpretation of the linear regression equation above:

1. The constant value in purchasing decisions (Y) is 1.072. This means that if the variables product diversity, product quality, and service quality are equal to zero, then the purchasing decision value is 1.072.
2. Regression coefficient for X value₁ or product diversity of 0.195. Indicates a positive relationship. This means that if the product diversity value increases by one unit and the other values remain constant, the purchasing decision value will increase by 0.195. On the other hand, if the product diversity value decreases by one unit and the other values remain constant, the purchasing decision value will decrease by 0.195.
3. Regression coefficient for X value₂ or product quality of 0.239. Indicates a positive relationship. This means that if the product quality value increases by one unit and the other values remain constant, the purchasing decision value will increase by 0.239. On

the other hand, if the product quality value decreases by one unit and the other values remain constant, the purchasing decision value will decrease by 0.239.

4. Regression coefficient for X value₃ or service quality of 0.482. Indicates a positive relationship. This means that if the service quality value increases by one unit and the other values remain constant, the purchasing decision value will increase by 0.482. On the other hand, if the service quality value decreases by one unit and the other values remain constant, the purchasing decision value will decrease by 0.482.

F Test (Simultaneous)

The F test was carried out to determine the influence of the independent variables, namely product diversity (X1), product quality (X2), service quality (X3) on the dependent variable, namely purchasing decisions (Y) together. The following are the results of the F test (simultaneous) using SPSS 27 software:

Table 6
F Test (Simultaneous)

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1466,797 | 3 | 488,932 | 64,281 | <.001 ^b |
| | Residual | 730,193 | 96 | 7,606 | | |
| | Total | 2196,990 | 99 | | | |
| a. Dependent Variable : Purchasing Decision | | | | | | |
| b. Predictors : (Constant), Service Quality, Product Quality, Product Diversity | | | | | | |

To determine the Ftable value, $Df = n - k - 1$, $Df = 100 - 3 - 1 = 96$ is 0.05 or 5%, the Ftable value is 2.70. it can be concluded that the significant value for the simultaneous influence of product diversity variables (X1), product quality (X2), and service quality (X3) on the purchasing decision variable (Y) is $0.001 < 0.05$ with a value of $F_{count} > F_{table}$, namely $64.281 > 2.70$, it can be concluded that H1 is accepted and H0 is rejected, meaning that the variables product diversity, product quality and service quality simultaneously influence purchasing decisions.

Test t (Partial Test)

The t-test is a step in data testing that is carried out to determine the impact of the independent variable and the dependent variable partially. Below are the results of hypothesis testing related to the independent variables product diversity (X1), product quality (X2), service quality (X3) on the dependent variable, namely partial purchasing decisions (Y).

Table 7
Test t (Partial Test)

| Coefficients^a | | | | | | |
|---------------------------------|-------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1,072 | 2,430 | | ,441 | ,660 |
| | Product Diversity | ,195 | ,097 | ,177 | 2,007 | ,048 |
| | Product Quality | ,239 | ,082 | ,211 | 2,926 | ,004 |
| | Service Quality | ,482 | ,086 | ,535 | 5,635 | <,001 |

a. Dependent Variable : Purchasing Decision

It can be concluded that the $t_{count} > t_{table}$ X1 value is $2.007 > 1.984$ with a significance value of $0.048 < 0.05$, so H_0 is rejected. It can be concluded that this means that the product diversity variable (X1) has a partially significant influence on purchasing decisions (Y). Then, for variable X2 of $2.926 > 1.984$ with a significance value of $0.004 < 0.05$, H_0 is rejected and H_1 is accepted. It can be concluded that this means that the product quality variable (X2) has a partially significant influence on purchasing decisions (Y). And for the variable, it can be concluded that this means that the service quality variable (X3) has a partially significant influence on purchasing decisions (Y).

Determinant Coefficient Test (R²)

The coefficient of determination test is an effort to measure the extent to which the model can explain variations in the dependent variable. If the R^2 value = 0, this indicates that the independent variable cannot explain the variation in the dependent variable, but if the R^2 value = 1, this indicates that the independent variable has the full ability to explain the variation in the dependent variable.

Table 8
Determinant Coefficient Test (R²)

| Model Summary^b | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the estimate |
| 1 | ,817 ^a | ,668 | ,657 | 2,758 |

a. Predictors : (Constant), Service Quality, Product Quality, Product Diversity
b. Dependent Variable: Purchasing Decision

The coefficient of determination or R Square value was 0.668. This means that product diversity, product quality and service quality provide an influence or explanation of 0.668 or 66.8% on purchasing decisions. Meanwhile, the remaining 33.2% is explained by other variables not examined in this study.

H1: Simultaneous Influence of Product Diversity, Product Quality, and Service Quality on Purchasing Decisions

Based on the analysis of hypothesis testing data using the F test, information can be obtained that the independent variables product diversity, product quality, and service quality have a significant effect on purchasing decision variables simultaneously. This is proven by the $F_{count} > F_{table}$ value, namely $64.281 > 2.70$ and the significance value < 0.05 , namely $0.001 < 0.05$, with an influence percentage of 66.8%. Therefore, it can be concluded that H_0 is rejected and H_1 is accepted, which shows that product diversity, product quality and service quality simultaneously influence customer purchasing decisions at Mr.DIY Tunjungan Plaza Surabaya.

Retail businesses strive to maintain their competitiveness and optimize their profitability by maintaining and meeting consumer needs. Customer purchasing decisions are considered as an indicator of a company's success, which directly impacts the company's sales level. The company strives to pay attention to customer needs and desires as a factor in achieving business success. Customer purchasing decisions are influenced by various factors, such as the diversity of products offered by the company, the quality of the products they rely on, and the quality of the services provided. The role of customers in shaping the business environment is also emphasized, because customers of a business have the potential to influence the continuity and development of a business.

H2: The Influence of Product Diversity on Purchasing Decisions

Based on the analysis of hypothesis testing data using the t-test, information was obtained that the independent variable, product diversity, significantly influences the purchasing decision variable. This is proven by the $t_{count} > t_{table}$ value of $2.007 > 1.984$ and the significance value < 0.05 , namely $0.048 < 0.05$. then H_0 is rejected and H_2 is accepted. This can be concluded, meaning that the product diversity variable has an influence on customer purchasing decisions at Mr.DIY Tunjungan Plaza Surabaya.

Based on the previous discussion, it appears that product diversity has an influence on purchasing decisions. This shows that customers tend to prefer products that are diverse and have complete variations to meet their needs. Therefore, it can be concluded that product diversity plays an important role in consumer behavior, which is an integral part of the

purchasing decision-making process. This means that the more complete the variety of products offered, the more confident customers will be in making a purchase.

The research results above support research conducted by Rozi & Khuzaini (2021), which found that product diversity has a positive and significant effect on customer purchasing decisions. Apart from that, the results of this research are supported by Ghufron & Zuraida (2022), who also concluded that product diversity has a positive effect on purchasing decisions. Therefore, similarly, these findings have similarities with previous research, namely, the results of this research indicate that product diversity has a significant influence on purchasing decisions.

H3: The Influence of Product Quality on Purchasing Decisions

From the results of multiple linear regression analysis, it was found that the regression coefficient value for the product quality variable was 0.239. This coefficient value shows that the product quality variable influences purchasing decisions. From hypothesis data analysis using the t-test, it was found that the independent variable, product quality, influences purchasing decisions. This is proven by the value of $t_{count} > t_{table}$ of $2.926 > 1.984$ with a significance value of $0.004 < 0.05$, so H_0 is rejected and H_3 is accepted. This can be concluded, meaning that the product quality variable has an influence on customer purchasing decisions at Mr.DIY Tunjungan Plaza Surabaya.

Based on the previous discussion, it appears that product quality has a significant influence on purchasing decisions. This shows that customers tend to prefer products that are high quality and reliable to meet their expectations. Therefore, it can be concluded that product quality plays an important role in consumer behavior, which is an integral part of the purchasing decision-making process. This means that the better the quality of the product offered, the greater the customer's confidence in making a purchase, which ultimately can increase sales of the company.

The results of the research above support research conducted by Dewi (2022), which found that product quality influences purchasing decisions. Apart from that, the results of this research are supported by Syafrudin et al. (2020), who also concluded that product quality influences purchasing decisions. Therefore, these findings have similarities

H4: The Influence of Service Quality on Purchasing Decisions

Based on the analysis of hypothesis testing data using the t-test, information was obtained that the independent variable, service quality, significantly influences purchasing decision variables. This is proven by the value of $t_{count} > t_{table}$ of $5.638 > 1.984$ with a significance value of $0.001 < 0.05$, so H_0 is rejected and H_4 is accepted. This can be concluded, meaning that product diversity has an influence on customer purchasing decisions at Mr.DIY Tunjungan Plaza Surabaya.

Based on the previous discussion, it appears that service quality has a significant influence on purchasing decisions. This shows that customers tend to prefer high-quality and responsive services to meet their needs. Therefore, it can be concluded that service quality plays a crucial role in consumer behavior, which is an integral part of the purchasing decision-making process. This means that the better the quality of the service provided, the greater the customer's confidence in making a purchase.

The results of the research above support research conducted by Essardi et al. (2022) found that service quality has a significant effect on purchasing decisions. Apart from that, the results of this research are supported by Syafrudin et al. (2020), who also concluded that service quality influences purchasing decisions. Therefore, similarly, these findings have similarities with previous research, namely, the results of this research are that service quality has a significant influence on purchasing decisions.

CONCLUSION

Based on the results and discussion of the research conducted through the stages of data collection, processing, and analysis, it can be concluded that product diversity, product quality, and service quality simultaneously have a significant influence on customer purchasing decisions at Mr.DIY Tunjungan Plaza Surabaya. Each of these variables—product diversity, product quality, and service quality—individually exerts a significant effect on consumer decisions, thereby supporting the proposed hypotheses in this study. These findings affirm that the presence of a wide range of products, high-quality offerings, and excellent service play crucial roles in shaping consumer behavior and encouraging purchasing decisions at the retail outlet.

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