THE INFLUENCE OF PRODUCT VARIATION, LOCATION, AND DIGITAL PROMOTION ON PURCHASING DECISIONS FOR PRODUCTS OF EDY FROZEN FOOD SURABAYA

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Abstract

The study was conducted to understand the influence of product variation, location, and digital promotion on purchasing decisions of those who make purchases at Edy Frozen Food Surabaya. The method used is quantitative with a questionnaire as a data collection technique. The population used by the author includes Surabaya residents who have made purchases at Edy Frozen Food Surabaya. The sample determined by the researcher was carried out through a non-probability sampling technique with the specified criteria, namely respondents who live in Surabaya and have made purchases at Edy Frozen Food Surabaya in the last 3 months or more. The number of samples used is 96 respondents. The data obtained was analyzed using SPSS version 29. The results of the analysis show that simultaneously product variation, location, and digital promotion have a significant influence on purchasing decisions. However, if analyzed partially, only the product variation and digital promotion variables have a significant influence, otherwise the location variable does not have a significant influence on purchasing decisions. This proves that purchasing decisions at Edy Frozen Food Surabaya are predominantly influenced by product variation and digital promotion factors compared to location factors. Therefore, in adjusting market demand with product variation to remain competitive in the market. In addition, improving the comfort and accessibility of the location also needs to be considered in order to provide a better experience for customers.

Keywords: Product Variation, Location, Digital Promotion, Purchase Decisions

INTRODUCTION

In this era, most individuals are involved in business activities, indicating that it is becoming increasingly common. In individual life, it is often found that everyone's actions cannot be separated from business. Furthermore, in the era of free trade, which means that companies operating in the trade and service industries, both large and small, are witnessing quite rapid growth. The first factor that can determine purchasing decisions is product variation. From a business perspective, product variation is no longer a new strategy in marketing activities. The function of this strategy is to gain additional profits, utilize excess capacity, become a leading full-line company, satisfy suppliers, and penetrate the gap to eliminate competitors. Consumers tend to make purchases because of the diverse product variation, product variation shows product characteristics, the existence of differences from other products such as shape, benefits, and other differences.

Location is equally important for companies in attracting buyers. Location is a choice made by a company, which is where sales operations take place. According to Tjiptono (2018), location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. To operate and manage this process, companies need to build or determine an appropriate location for their business. Choosing the right business location will determine the future success of that business.

In addition to product variation and location, the rapid development of information technology today also requires the use of appropriate media as a marketing strategy to reach target markets. Online marketing is one marketing medium currently in high demand by the public to support various activities. Through online marketing, a product can reach consumers quickly and on time. They are gradually starting to abandon traditional or conventional marketing models and shift to modern marketing, namely online or digital marketing. Digital promotion is an activity carried out by utilizing technology such as social media to create integrated communication relationships with the aim of acquiring and retaining consumers while building deep bonds with the company (Desai, 2019).

The object of this research is Edy Frozen Food Surabaya, which is one of the MSMEs active in the frozen food sector, making it suitable as a research object because it reflects the real conditions of small-medium scale businesses in Indonesia, then the frozen food business has experienced an increase in demand, especially since the COVID-19 pandemic. Edy Frozen Food implements creative promotion and distribution strategies, such as sales through social media, resellers, and collaboration with online motorcycle taxis. This can be used as material for MSME marketing studies. Edy Frozen Food's strategic location close to residential areas provides potential for increasing sales of Edy Frozen Food products. The selection of Edy Frozen Food is also based on factors of location proximity and ease of access in direct data collection, interviews, and observations.

REVIEW OF LITERATURE

Product Variation

According to Wijayasari and Mahfudz (2018), product variation is a marketing strategy to retain consumers, which aims to prevent consumers from getting bored with the

product. In addition, it will also have an impact on consumer satisfaction, because the more product variants there are, the more consumers want to buy. According to Umamsyah et al. (2020), the definition of product variation is a different design and made by one company, the diversity of products that can differentiate the same product from different companies.

From the opinions of several experts above, it can be concluded that the definition of product variation according to researchers is a different design and is made by a company to differentiate the same product from different companies.

Location

Location is a key component of a company's physical structure as a form of business impression carried out to provide tangible evidence in establishing its business and activities in providing a service channel needed by consumers (Utami, 2017). A comfortable, safe, clean, busy, and strategic business location are some of the location criteria that are sought after by many consumers (Rondonuwu, Kelles, & Tamengkel, 2018).

Based on the definitions above, it can be concluded that a sales location is a place of business that greatly influences a consumer's desire to come and shop. It can also be defined as the place where a company displays its merchandise.

Digital Promotion

Swasta and Irawan in Sari (2017) argue that "Promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create exchange in marketing." Meanwhile, according to Tjiptono in Tolan, Pelleng, and Punuindoong (2021), promotion is an element of the marketing mix that allows consumers to be informed, persuaded, and reminded.

From these various definitions, researchers say that promotion is an activity or activity carried out by business actors which is part of the marketing mix in the form of an invitation to influence consumers and buy products to achieve the company's sales targets.

Purchasing Decision

Ultimately, after purchasing a product, consumers will evaluate it to determine their next decision (Farida & Saidah, 2017). According to Firmansyah (2019:25), a purchasing decision is the stage buyers go through in determining which product or service they want to purchase. Before deciding to purchase, consumers typically go through several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Based on the several definitions above, researchers conclude that a purchasing decision is a consumer's action to decide whether or not to buy a product.

The Relationship between Product Variation, Location, Digital Promotion and Purchasing Decisions

According to Kotler & Keller (2018), product variation is a determinant of consumer action in choosing a product because product variation provides a variation of product types in large quantities, suitability to tastes and desires and the availability of products offered for use or consumption by consumers. while location is the physical structure of a business which is the main component that is visible and forms the impression of a business carried out by the company in placing its business and activities in providing service channels needed by consumers (Utami in Elly Rahayu, 2018). The model of digital marketing's influence on purchasing decisions illustrates how various digital marketing strategies influence consumers

at every stage in the purchasing process. Starting from the recognition of needs, where digital marketing helps raise awareness through advertising and relevant content. Then, at the information search stage, consumers seek more information through digital platforms, such as social media and search engines.

RESEARCH METHOD

In this study, an associative research strategy is used to identify the extent to which variable X (independent variable) consisting of product diversity (X1), sales location (X2) and digital promotion (X3) influences variable Y, namely purchasing decisions (dependent variable), both partially and simultaneously. In this study, the population used is consumers of Edy Frozen Food who have special criteria, namely Surabaya residents who are consumers aged 17 years and over, who have purchased Edy Frozen Food products in various variants, and purchased directly to the store, and viewed the product on a digital platform. Based on the study, the average number of buyers visiting the store is 15-20 people.

In this study, researchers used a nonprobability sampling technique with the aim of obtaining specific data (Sugiyono., 2019). Therefore, this study requires consumers of Edy Frozen Food products in Surabaya City, who have purchased product variants, purchased directly at the store and viewed from digital platforms. The type of data used in this study is primary data, which is data collected or directly obtained from the research object by distributing questionnaires via Google Forms in order to obtain certain information that aims to support the success of the study. In this study, data was obtained from respondents who had completed the questionnaire. Hypothesis testing was tested using various statistical methods. Namely, there is a t-test (partial test) to determine the effect of each independent variable on the dependent variable, and the F-test (simultaneous test) to measure the effect of the independent variables together on the dependent variable. The coefficient of determination (R2) was also used to determine the proportion of variance in repurchase intentions that can be explained by the independent variables in this research model.

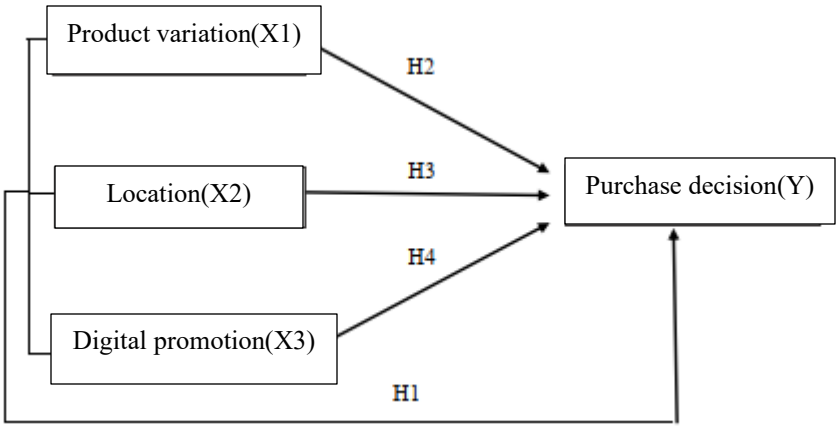
Research Hypothesis

This study aims to analyze the influence of product variation, location, and digital promotion on purchasing decisions for product of edy frozen food Surabaya. Based on the review of the literature and previous research, the hypothesis proposed in this study is as follows:

- H1: Product variation, location, digital promotion have a positive and significant effect on purchase decisions of edy frozen food surabaya**.**
- H2: Product variation has a positive and significant effect on purchase decisions of edy frozen food surabaya**.**
- H3: location doesn't have a positive and significant effect on purchase decisions of edy frozen food surabaya**.**
- H4: Digital promotion has a positive and significant effect on purchase decisions of edy frozen food surabaya**.**

Research Model

This research model describes the relationship between independent variables (product variation, location, digital promotion) to dependent variables (purchase decisions). This model can be illustrated as follows:



The image of the model of this study shows that the three independent variables have a direct relationship to purchase decision, which will be tested through multiple linear regression analysis. This study uses a quantitative approach with a survey method, where data is collected through a questionnaire with a Likert scale. The data analysis technique used is a linear regression test to test the influence of each variable on purchase decision. The results of this study are expected to provide deeper insights for business people in improving the quality of their business by focusing on product variety, location, and digital promotions to increase purchasing decisions.

RESULTS AND DISCUSSION

Respondent Profile

In this study, the respondents used had made purchases at Edy Frozen Food Surabaya, were Surabaya residents, and had made transactions within the last three months. The questionnaire was distributed to 96 respondents, resulting in a diverse set of characteristics. These characteristics included gender, age, residence, and geographic location.

Table 1.
Characteristics based on Gender

No.	Gender	Amount	Percentage
1.	Laki-Laki	41	42,7%
2.	Wanita	55	57,3%
Total		96	100%

Source: Primary Data (2025)

Table 2.
Characteristics Based on Age

No.	Usia	Jumlah (Orang)	Presentase (%)
1.	17 – 21 Tahun	20	20,8%
2.	22 – 26 Tahun	46	47,9%

3.	27 – 30 Tahun	18	18,8%
4.	>30 Tahun	12	12,5%
Total		96	100%

Source: Primary Data, 2025

Table 3.
Characteristics Based on Job

No.	Job	Amount	Percentage
1.	Pelajar/Mahasiswa	46	47,9%
2.	Karyawan Swasta	23	24%
3.	Wiraswasta	22	22,9%
4.	Lainnya	5	5,2%
Total		96	100%

Table 4.
Characteristics Based on Domicile

No.	Domicile	Amount	Percentage
1.	Surabaya Selatan	44	45,8%
2.	Surabaya Timur	14	14,6%
3.	Surabaya Barat	17	17,7%
4.	Surabaya Pusat	18	18,8%
5.	Surabaya Utara	3	3,1%
Total		96	100%

Source: Primary Data (2025)

Table 5.
Characteristics Based on Salary

No.	Salary	Amount	Percentage
1.	<Rp 1.000.000	29	30,2%
2.	Rp 1.000.000-Rp 5.000.000	53	55,2%
3.	Rp 6.000.000-Rp 10.000.000	14	14,6%
Total		96	100%

Source: Primary Data (2025)

Statistical Analysis

Validity Test

The validity test in this study used data processing with the help of the SPSS 29 program. This study used an internal validity test technique to determine whether there was a match between the instrument sections as a whole. Validity was calculated by comparing the correlation value of the data on each statement with the total score, using the product-moment correlation technique formula, then comparing it with R_{table}.

Table 6.
Validity Test

Variable	Statement	R-calculated	R-table	Note
Product Variety (X1)	X1.1	0,869	0,199	Valid
	X1.2	0,894	0,199	
	X1.3	0,795	0,199	
	X1.4	0,847	0.199	
	X1.5	0,870	0,199	
Location (X2)	X2.1	0,866	0,199	Valid
	X2.2	0,831	0,199	
	X2.3	0,717	0,199	
	X2.4	0,646	0,199	
Digital Promotion (X3)	X3.1	0,795	0,199	Valid
	X3.2	0,810	0,199	
	X3.3	0,810	0,199	
	X3.4	0,697	0.199	
	X3.5	0,809	0,199	
	X3.6	0,823	0,199	
	Y1.1	0,901	0,199	Valid

Purchase Decision (Y)	Y1.2	0,784	0,199	
	Y1.3	0,757	0,199	
	Y1.4	0,893	0.199	
	Y1.5	0,849	0,199	
	Y1.6	0,836	0,199	

Source: Data Primary, 2025

Reliability Test

Reliability testing is conducted after validity testing, which involves testing statements or questions that have been validated. A Cronbach's alpha value ranges from 0.50 to 0.60. In this study, the researchers chose 0.60 as the reliability coefficient.

Table 7.
Reliability Test

Variabel	Cronbach's Alpha Variabel	Cronbach's alpha	Information
Product Variety (X1)	0,906	0,60	Reliable
Location (X2)	0,796	0,60	
Digital Promotion (X3)	0,879	0,60	
Purchase Decision (Y)	0,913	0,60	

Source: Primary Data, 2025

Based on the table above, it can be seen that the Cronbach's alpha values for all variables are above the minimum limit of 0.60. Therefore, the questionnaire used by the researchers can be declared reliable.

Classical Assumption Test

Normality Test

This test is conducted to determine whether the variables used by the researcher have a normal distribution, or at least a close one. Normality analysis can be performed using a normal P-P plot. If the data points on the graph are spread around the diagonal, it can be concluded that the data is normally distributed.

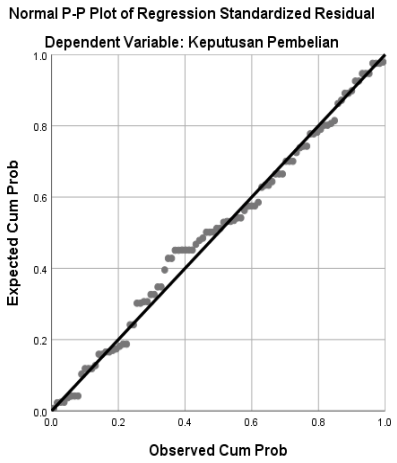


Figure 1.
Normality Test
Source : Primary Data, 2025

Multicollinearity Test

The multicollinearity test is used to determine whether the confounding variables or residuals in a regression model have a normal distribution. Detecting multicollinearity can be done by observing the Variance Inflation Factor (VIF) and tolerance values.

Table 8.
Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.426	1.679		1.445	.152		
	Variasi Produk	.737	.110	.572	6.692	.000	.423	2.362
	Lokasi	.087	.119	.060	.732	.466	.454	2.205
	Promosi Digital	.264	.078	.286	3.385	.001	.432	2.312
a. Dependent Variable: Keputusan Pembelian								

Source : Primary Data, 2025

Heteroscedasticity Test

Heteroscedasticity testing is performed using the Glejser test. The Glejser test is performed by regressing the residuals on the independent variable. A variable is considered not to have heteroscedasticity if its significance value is greater than 0.05.

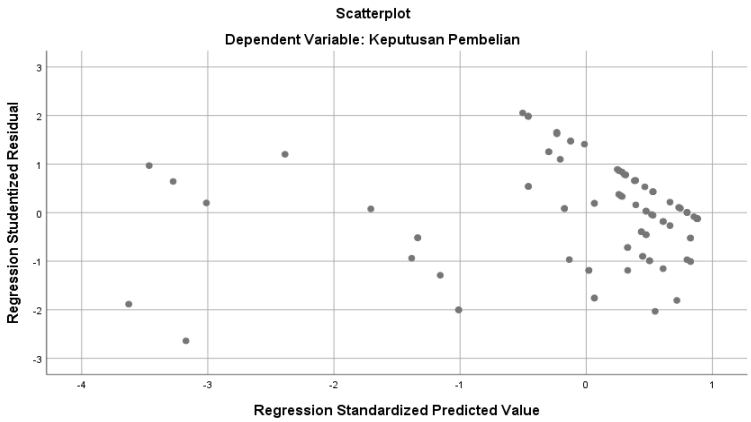


Figure 2.
Heteroscedasticity Test
Source: Primary Data,2025

Based on the Figure, it can be seen that the data points are randomly distributed, both above and below the number 0 on the Y-axis. This distribution pattern indicates that there is no particular pattern in the data distribution. Thus, it can be concluded that the model used by the researcher is free from heteroscedasticity.

Autocorrelation Test

The Autocorrelation Test aims to test whether in the linear regression model there is a correlation between the nuisance error in period t and the nuisance error in period t-1 (previous).

Table 9.
Autocorrelation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846[a]	.715	.706	2.084	1.679
a. Predictors: (Constant), Digital Promotion, Location, Product Variety					
b. Dependent Variable: Purchasing Decision					

Source: Primary Data, 2025

Based on the table, the Durbin-Watson value obtained is 1.679. This value is between the lower limits of dU < 4 – dW = 1.736 < 2.321. Thus, it can be concluded that the regression model does not experience problems related to autocorrelation

Multiple Linear Regression Analysis

Table 10.
Multiple Linear Regression Analysis

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.426	1.679		1.445	.152		

	Variasi Produk	.737	.110	.572	6.692	.000	.423	2.362
	Lokasi	.087	.119	.060	.732	.466	.454	2.205
	Promosi Digital	.264	.078	.286	3.385	.001	.432	2.312
a. Dependent Variable: Purchasing Decision								

Source: Primary Data, 2025

F Test

This test aims to determine the extent to which all independent variables in the model significantly and simultaneously influence the dependent variable. The test results are presented as follows.:

Table 10.
F Test

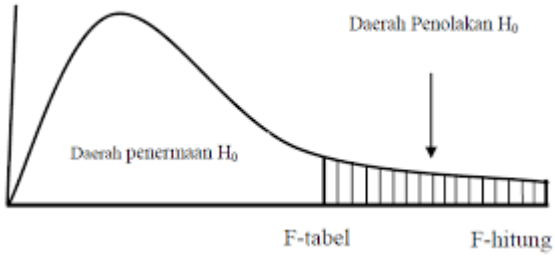
ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1003.291	3	334.430	76.983	.000[b]
	Residual	399.667	92	4.344		
	Total	1402.958	95			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Digital Promotion, Location, Product Variety						

Source: Primary Data, 2025

Based on the data in the table, it can be seen that the results of the F test (simultaneous) processed using SPSS 26 produced an F count value of 76.983 > F table 2.70. The significance value is 0.000 < 0.05.

Figure Curva F Test

2,70 76,983



t-Test

This test is intended to examine how each applied independent variable is able to influence the dependent variable individually and significantly. The results of this test can be explained as follows:

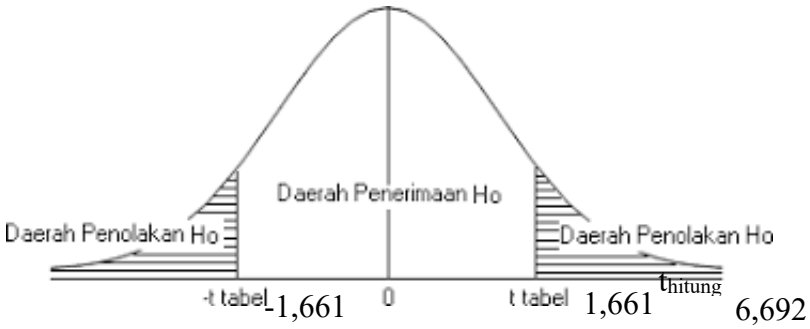
Table 11.
t-test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.426	1.679		1.445	.152
	Variasi Produk	.737	.110	.572	6.692	.000
	Lokasi	.087	.119	.060	.732	.466
	Promosi Digital	.264	.078	.286	3.385	.001
a. Dependent Variable: Keputusan Pembelian						

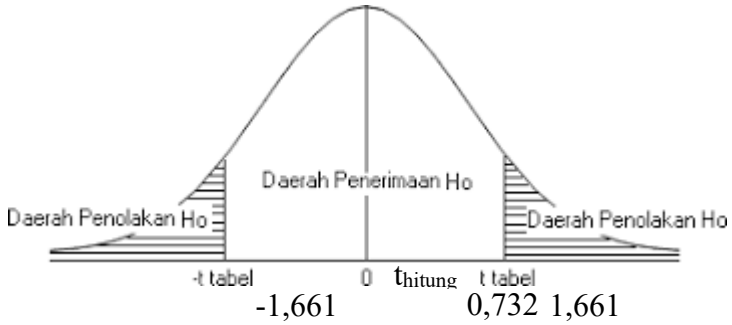
Source: Primary Data, 2025

Based on table, this conclusion is:

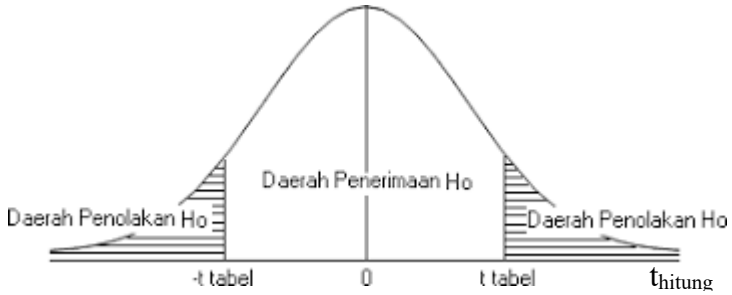
1. The Influence of Product Variation on Purchasing Decisions
   Product Variation (X1) obtained a Sig. value of 0.000 < 0.05 and a T value ofcount 6,692 > Ttable1.661. Therefore, it can be stated that the Product Diversity Variable has a significant influence on the Purchase Decision Variable.



2. The Influence of Location on Purchasing Decision
   Location (X2) obtained the value of Sig. 0,466 > 0,05 and T valuecount 0,732 < Ttable1.661. Therefore, it can be stated that the sales location variable does not have a significant effect on the purchasing decision variable.



3. The Influence of Digital Promotion on Purchasing Decision
   Digital Promotion earns Sig value. 0.001 < 0.05 and T value count 3,385 > Ttable1.661. Therefore, it can be stated that the Digital Promotion Variable has a significant influence on the Purchase Decision Variable.



Determination Coefficient Test

The coefficient of determination (R2) analysis measures the model's ability to explain variations in the dependent variable. The coefficient of determination has values ranging from 0 to 1. A small R2 value indicates that the dependent variables are very limited in their ability to explain variations.

Table 12.
Determination Coefficient Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846[a]	.715	.706	2.084	1.679
a. Predictors: (Constant), Promosi Digital, Lokasi, Variasi Produk					
b. Dependent Variable: Keputusan Pembelian					

Source: Primary Data, 2025

The Adjusted R Square value shows a value of 0.706. Therefore, the independent variables of Product Variation, Location, and Digital Promotion are able to explain the Purchase Decision Variable by 70.6%, while 29.4% is explained by other independent variables outside this study.

The Influence of Product Variation, Location and Digital Promotion Simultaneously on Purchasing Decisions

Based on the analysis results, the F test or simultaneous test shows F count with a value above F table, namely F count (76.983) > F table (2.70). Thus, H1 can be accepted by researchers, so it can be determined that product variation (X1), Location (X2), and digital promotion (X3) simultaneously have a significant influence of 70.6% on Customer Satisfaction (Y). Meanwhile, the remaining 29.4% is influenced by other factors outside the three variables studied. The influence of these three independent variables shows that product variation, location, and digital promotion play a major role in influencing purchasing decisions.

The Partial Influence of Product Variation on Purchasing Decisions

The results of the study on product variation variables indicate that the majority of Edy Frozen Food Surabaya consumers agree that the product variation studied in this study

is classified as very good. This conclusion was obtained based on respondents' answers to five questions representing product variation that reflect both good and bad product variation offered by Edy Frozen Food Surabaya. The results show that product variation partially influences customer satisfaction with a value of 6.692.

The Partial Influence of Location on Purchasing Decisions

The test results with SPSS for the Location variable (X2) on consumer purchasing decisions (Y) obtained a t-value of 0.732 while the t-table value was 1.661. In addition, the significance value was 0.466, which is greater than the significance value of 0.05. Because the t-value < t-table (0.732 < 1.661) and the significance value is greater (0.466> 0.05), the hypothesis is rejected, location (X2) has no positive but not significant effect on consumer decisions (Y). So it can be concluded that location does not affect consumer purchasing decisions.

The Partial Influence of Digital Promotion on Purchasing Decisions

The results show that digital promotions significantly positively influence purchasing decisions. This was demonstrated through a T-test, with the calculated t value exceeding the t-table value, namely 3.385 > 1.661. Therefore, hypothesis four can be confirmed. This proves that digital promotions significantly influence purchasing decisions.

CONCLUSION

Based on the results of the test related to "The Influence of Product Variation, Location, and Digital Promotion on Purchasing Decisions at Edy Frozen Food Surabaya" based on a number of theories that have been discussed, the following conclusions can be drawn:

1. Simultaneously, the variables of product variation (X1), location (X2), and digital promotion (X3) have a positive and significant influence on purchasing decisions (Y) at Edy Frozen Food Surabaya.
2. The product variation variable (X1) has a positive and significant effect on purchasing decisions (Y) at Edy Frozen Food Surabaya.
3. The location variable (X2) does not have a positive and significant influence on purchasing decisions (Y) at Edy Frozen Food Surabaya
4. The digital promotion variable (X3) has a positive and significant influence on purchasing decisions (Y) at Edy Frozen Food Surabaya.

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