

THE INFLUENCE OF PRODUCT VARIATION AND PRICING STRATEGY TOWARD PURCHASING DECISIONS AT BOS SALAD BENGKALIS

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Abstract

This study aimed to determine the effect of product variations and pricing on buying decisions at Bos Salad Bengkalis. This research was conducted using the associative method. This method compares product variations and pricing with purchase decisions for Bos Salad Bengkalis products. The research population is the people who live on Bengkalis Island. Data was collected using a questionnaire method with a Likert scale. Test the analysis requirements using the R Square test, F test, and t-test. The analytical method used is multiple regression analysis. The results of this study indicate that: (1) the effect of product variations on purchasing decisions has a t count (2.470) > t table (1.984) and a significance level of 0.015 < 0.05. So, product variation has a positive and significant influence on purchasing decisions, (2) the effect of pricing on purchasing decisions, it has t count (7.972) > t table (1.984) and a significance level of 0.000 < 0.05. It can be concluded that pricing positively and significantly influences purchasing decisions, and (3) the calculated F value of 96.828 was more significant than the F table 3.089, and the significance value of 0.000 was less than 0.05. The conclusion is that product variations and pricing strategies simultaneously positively and significantly affect purchasing decisions.

Keyword: *Product variation, pricing strategy, purchasing decision.*