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The Influence of Product Variation, Service Quality, Product Quality, Price, and Location on the Purchasing Decisions of UMKM Darti Snack Products in Winduaji Village

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INDEXING

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Keyword 1; Product Variation
Keyword 2; Service Quality
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ABSTRACT

This study aims to analyze the effect of product variety, service quality, product quality, price, and location on purchasing decisions at UMKM Darti Snack in Winduaji Village, Paguyangan District, Brebes Regency. The sample consisted of 250 respondents selected using purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. The results indicate that service quality, product quality, price, and location have a positive effect on purchasing decisions, while product variety does not have a positive effect. The R-square value of 0.674 shows that the model explains 67.4% of the variance in purchasing decisions. This study suggests that UMKM Darti Snack should improve service quality, product quality, pricing strategies, and maintain location accessibility to enhance purchasing decisions. Although product variety has no direct effect, it should still be considered to support business competitiveness.

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INTRODUCTION

Doing business is one of the essential skills that individuals should possess to generate income. In addition, engaging in business activities provides opportunities to develop creativity, enhance skills, and achieve both personal and professional goals. One concrete example of this is the development of Micro, Small, and Medium Enterprises (MSMEs), which serve as a primary source of income for many people. According to Halim (2020), Micro, Small, and Medium Enterprises (MSMEs) are businesses that produce goods and services using raw materials based on the utilization of natural resources, talents, and traditional artistic works from the local area.

MSMEs play an important role in improving both local and national economies by creating job opportunities and increasing community income, including in Brebes Regency. According to the Department of Cooperatives, Micro, Small and Medium Enterprises, and Trade of Brebes Regency, various efforts have been made to support the growth of MSMEs in the region, such as training programs, business mentoring, and facilitation of access to financing. The growth of MSMEs in Brebes Regency can be seen in the following table:

Table 1. Growth Rate of MSMEs in Brebes Regency

Year	2020	2021	2022	2023	2024
Total	14.969	13.193	18.428	17.998	25.214

Source: Central Bureau of Statistics of Brebes Regency

According to (Ummah & Darmawan, 2024), MSMEs play a very important role in national development, particularly in economic growth. Currently, the number of MSME actors is increasing, especially in the culinary sector. The intense competition in the culinary industry encourages MSME actors to increase product variety in order to attract new consumers. A diverse range of culinary products can increase revenue, expand market share, and reduce the risk of dependence on a single product, as exemplified by UMKM Darti Snack.

Darti Snack is one of the MSMEs located in Paguyangan District, specifically in Winduaji Village, operating in the culinary sector. The business was established by Mrs. Darti in 1999 and continues to operate to the present, with an increasing number of products over time. The products offered are highly diverse, including brownies, donuts, steamed sponge cake, pukis, bakpia, and many others. Currently, product sales are conducted through the Winduaji Village market, and orders are also accepted via WhatsApp for specific events. The following presents the average revenue from UMKM Darti Snack sales over the past three years:

Table 2. Average Revenue of UMKM Darti Snack

Year	Average Revenue of UMKM Darti Snack
2022	Rp180.000.000,-
2023	Rp240.000.000,-
2024	Rp150.000.000,-

Source: UMKM Darti Snack Owner

Mrs. Darti stated that the decline in revenue was caused by an increase in raw material prices and intensifying competition among sellers. This phenomenon highlights the importance of identifying the factors that influence purchasing decisions for UMKM Darti Snack products in Winduaji Village.

Purchasing decision is an individual's behavior when buying or using a product that is perceived to provide satisfaction (Kumbara, 2021). According to Ramadanti (2023), the consumer purchasing decision process begins with the awareness of needs and wants, where consumers recognize a gap between their desired condition and the actual condition. This situation encourages consumers to actively seek more extensive information about the products they are interested in. One of the factors that can influence purchasing decisions is product variety.

According to Kojongian et al (2022), product variety refers to the complete range of products and items offered by a seller to consumers, representing diversity that has distinguishable differences that can be observed directly. This allows consumers to have a wider range of choices that better suit their needs and preferences. Therefore, it is important to examine the extent to which consumers consider product variety when making purchasing decisions. A study conducted by Putri et al (2022) found that product variety has a positive and significant effect on purchasing decisions, which is consistent with the findings of (Abelia et al, 2023).

Another factor that influences purchasing decisions is service quality. According to Soetiyani & Maida (2022), service quality refers to the maximum level of service excellence

provided by a company through its superior offerings to meet consumer needs and expectations. Good service is an important stage in the sales process, as it can determine whether customers feel satisfied or not. A study conducted by (Abelia et al, 2023) found that service quality has a positive and significant effect on purchasing decisions, which is consistent with the findings of Khaira et al (2022).

Product quality is an important factor that can influence purchasing decisions. Product quality refers to the overall characteristics of a product or service that indicate the level of consumer trust in the product or service, as well as how long that trust can be maintained (Warianson, 2024). Some customers consider product quality as a key factor before making a purchase (Cesariana et al, 2022). A study conducted by Minarti & Genoga (2022) found that product quality has a positive effect on purchasing decisions, which is consistent with the findings of Yuliana & Maskur (2022) and Hubbina et al (2023).

In addition, price is also an important factor that can influence purchasing decisions. More broadly, price is the total value given by customers to obtain the benefits of owning or using a product or service (Pebriantika et al, 2022). For consumers, it represents a cost, whereas for sellers, price is a source of revenue and the primary source of profit (Nasution et al, 2020). A study conducted by Gunarsih et al (2021) found that price has a positive and significant effect on purchasing decisions, which is consistent with the findings of Prasetyo & Santoso (2023) and Cahyadi (2022).

Location is also an important factor that can influence purchasing decisions. Location refers to the place where MSME activities are conducted. According to Prasetyo & Santoso (2023), location is where a business operates, and selecting the right location can be beneficial for business actors. A strategic location, such as one that is easily accessible, has adequate parking space, and provides a comfortable environment, can enhance customer convenience and encourage purchasing decisions. An appropriate location is an essential resource for achieving business success. A study conducted by Minarti & Genoga (2022) found that location has an effect on purchasing decisions, which is consistent with the findings of Yuliana & Maskur (2022) and Prasetyo & Santoso (2023).

Based on the observed phenomenon and the research gaps identified in previous studies related to the variables above, further research is necessary. This study focuses on analyzing the effect of product variety, service quality, product quality, price, and location on purchasing decisions for UMKM Darti Snack products in Winduaji Village.

LITERATURE REVIEW

According to Adiprawiro (2023), a purchasing decision is an individual activity that involves direct participation in the decision-making process to buy a product offered by a seller. According to Kotler and G. Armstrong (2020), there are four indicators of purchasing decisions, namely:

1. Ability to choose a product
2. Habit of purchasing a product
3. Willingness to recommend the product to others
4. Intention to make repeat purchases

Product variety refers to the development of a product to create a range of choices (Adiprawiro, 2023). This diversity can influence consumer purchasing decisions, as incomplete product availability often discourages consumers from making purchases. According to Salman & Sukarni (2024), the indicators of product variety are as follows:

1. Size
2. Price
3. Appearance
4. Product availability

Service quality refers to the level of excellence expected in meeting consumer expectations, accompanied by ease in fulfilling their needs [10]. High service quality can enhance purchasing decisions, increase customer satisfaction, build loyalty, and ultimately improve a company's reputation and revenue. According to Bakti et al (2024), the indicators of service quality are as follows:

1. Reliability
2. Tangibles
3. Responsiveness
4. Assurance
5. Empathy

According to Amalia (2023), product quality refers to the characteristics, features, and specifications inherent in a product that provide advantages in meeting consumers' daily needs. Therefore, producers need to ensure that their products maintain consistent quality and meet established standards in order to enhance purchasing decisions and business success. According to Guiné *et al* (2016), the indicators of product quality are as follows:

1. Freshness
2. Presentation
3. Taste
4. Innovative food

According to [6], price is one of the elements of the marketing mix that generates revenue, while other elements represent costs. Appropriate pricing is essential to increase sales and revenue, as well as to ensure that products or services remain competitive in the market. Prices that are aligned with the value of the product can influence consumer purchasing decisions and ultimately improve business performance. According to [16], the indicators of price include:

1. Price affordability
2. Price suitability with product quality
3. Price competitiveness
4. Price suitability with benefits

Location refers to an area or place where a business operates and sells its products (Habiburrahman & Wijaya, 2023). Selecting a strategic location and providing adequate facilities can increase sales and differentiate a business from its competitors. Therefore, business owners need to consider factors such as accessibility, visibility, and comfort when choosing a business location. According to Bunga et al (2025), the indicators of location are as follows:

1. Access
2. Visibility
3. Spacious parking area
4. Environment

The research process begins with formulating the research title, which is then analyzed to develop the background and formulate the hypotheses. Subsequently, the study addresses the research problem in order to draw appropriate conclusions and provide relevant

recommendations. The following is the research model:

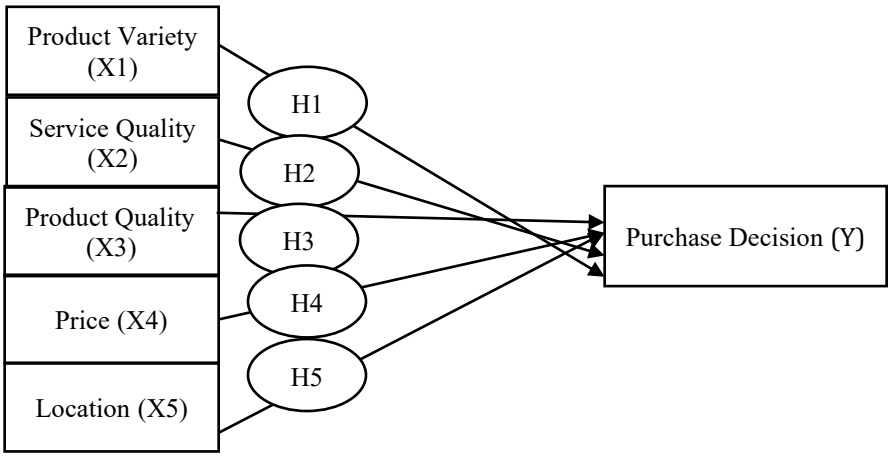

Figure 1. Research Model

Source: Prepared by the Author, (2025)

RESEARCH METHOD

This study employs a quantitative method to analyze data by providing interpretations of the collected data. The quantitative approach is based on the philosophy of positivism and is used to examine a specific population or sample, with data collected through research instruments and analyzed using statistical methods Sugiyono (2019). This approach involves testing hypotheses regarding the effects of product variety, service quality, product quality, price, and location on purchasing decisions at UMKM Darti Snack in Winduaji Village.

The sampling technique used in this study is non-probability sampling with a purposive sampling method, which involves selecting samples based on specific criteria. The selected respondents are consumers who have purchased UMKM Darti Snack products at least once and are at least 17 years old.

RESULT AND DISCUSSION

According to Hair et al (2014), the sample size in research should generally not be less than 50 and ideally 100 or more. As a general rule, the minimum number of data points is five times the number of variables; however, using 10–20 times the number of variables is also commonly applied in research. In this study, a total of 25 indicators were used, and the required sample size is calculated as follows:

Minimum Sample = 10 × Number of indicators …… (1)

Maximum Sample = 10 × 25 = 250 …… (2)

Based on the calculation above, the total sample used in this study consists of 250 respondents.

Table 3. Respondents' Responses

Variable	Statement Item	Index Value	Average Index Value	Criteria
Product Variety (X1)	X11	188,6	190,4	High
	X1.2	199,8		
	X1.3	187,6		
	X1.4	185,6		

Variable	Statement Item	Index Value	Average Index Value	Criteria
Service Quality (X2)	X2.1	191,4	197,12	High
	X2.2	203,2		
	X2.3	197,8		
	X2.4	195		
	X2.5	198,2		
Product Quality (X3)	X3.1	191,8	197,65	High
	X3.2	200,6		
	X3.3	198,6		
	X3.4	199,6		
Price (X4)	X4.1	192,2	197,15	High
	X4.2	197,6		
	X4.3	201,4		
	X4.4	197,4		
Location (X5)	X5.1	192,2	197,15	High
	X5.2	197,6		
	X5.3	201,4		
	X5.4	197,4		

Source: Primary data processed by the researcher, (2025)

Convergent Validity

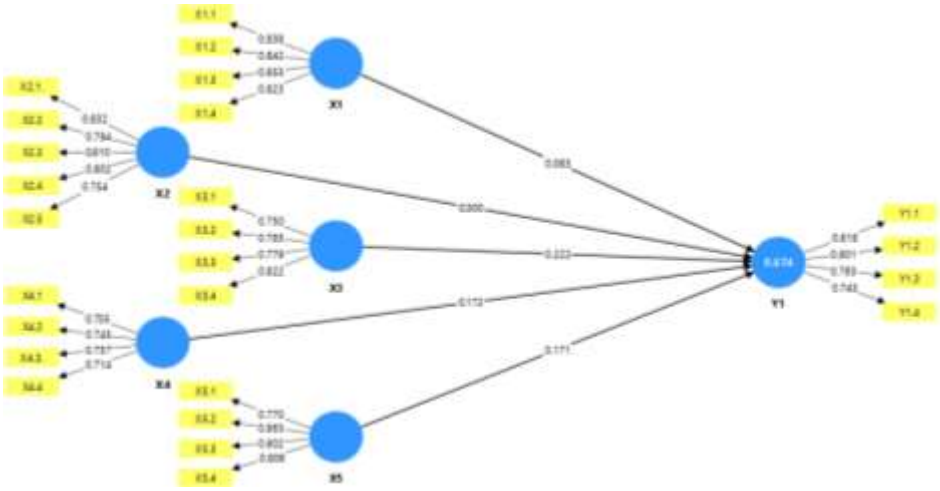

Figure 2. Outer Model Test Results

Source: Data processed by the researcher, (2025)

Based on the analysis shown in Figure 2 above, all 25 items have loading factor values greater than 0.7; therefore, all 25 measurement items are considered valid. To provide a clearer description of the loading factor values, the exogenous (independent) construct for the product variety variable is presented in the following table:

Table 4. Loading Factor Values of Exogenous (Independent) Variables

Code	*Loading Factor*	*Rule of Thumb*	Conclusion
X1.1	0.838	0.700	Valid
X1.2	0.842	0.700	Valid
X1.3	0.855	0.700	Valid
X1.4	0.823	0.700	Valid
X2.1	0.832	0.700	Valid
X2.2	0.794	0.700	Valid
X2.3	0.810	0.700	Valid
X2.4	0.802	0.700	Valid

Code	*Loading Factor*	*Rule of Thumb*	Conclusion
X2.5	0.754	0.700	Valid
X3.1	0.750	0.700	Valid
X3.2	0.785	0.700	Valid
X3.3	0.779	0.700	Valid
X3.4	0.822	0.700	Valid
X4.1	0.735	0.700	Valid
X4.2	0.745	0.700	Valid
X4.3	0.757	0.700	Valid
X4.4	0.714	0.700	Valid
X5.1	0.770	0.700	Valid
X5.2	0.863	0.700	Valid
X5.3	0.802	0.700	Valid
X5.4	0.806	0.700	Valid

Source: Data processed by the researcher, (2025)

Based on Table 4 above, the loading factor values for all questionnaire items are above 0.700, indicating that the loading factor values for the variables of product variety, service quality, product quality, price, and location are considered valid. The endogenous (dependent) construct for the purchasing decision variable is presented in the following table:

Table 5. Loading Factor Values of Endogenous (Dependent) Variable: Purchasing Decision

Code	*Loading Factor*	*Rule of Thumb*	Conclusion
Y1	0.818	0.700	Valid
Y.2	0.801	0.700	Valid
Y.3	0.763	0.700	Valid
Y.4	0.743	0.700	Valid

Source: Data processed by the researcher, (2025)

Based on Table 5 above, it shows that the loading factor values for all questionnaire items are above 0.700. This indicates that the loading factor values for the purchase decision variable are considered valid.

Table 6. Construct Reliability dan Validity

Variabel	*Cronbach's alpha*	*Composite reliability (rho_a)*	*Composite reliability (rho_c)*	*Average variance extracted (AVE)*
X1	0.861	0.865	0.905	0.705
X2	0.858	0.860	0.898	0.638
X3	0.791	0.793	0.865	0.615
X4	0.721	0.722	0.827	0.545
X5	0.826	0.828	0.885	0.658
Y1	0.788	0.788	0.863	0.612

Source: Data processed by the researcher, (2025)

Based on the results of the analysis, all variables meet the criteria for good reliability, with Cronbach's Alpha, rho a, and Composite Reliability values ≥ 0.7, and Average Variance Extracted (AVE) values ≥ 0.5. Therefore, it can be concluded that these variables have adequate validity and reliability.

Table 7. Cross Loading Values

Code	Product Variety	Service Quality	Product Quality	Price	Location	Purchase Decision
X1.1	0.838	0.522	0.494	0.520	0.484	0.497
X1.2	0.842	0.538	0.504	0.507	0.535	0.535
X1.3	0.855	0.609	0.524	0.577	0.484	0.583
X1.4	0.823	0.583	0.508	0.534	0.507	0.492
X2.1	0.623	0.832	0.591	0.642	0.627	0.646
X2.2	0.479	0.794	0.528	0.577	0.531	0.611
X2.3	0.492	0.810	0.604	0.627	0.471	0.606
X2.4	0.575	0.802	0.593	0.639	0.638	0.627
X2.5	0.510	0.754	0.522	0.548	0.476	0.548
X3.1	0.468	0.512	0.750	0.549	0.500	0.527
X3.2	0.455	0.571	0.785	0.512	0.412	0.547
X3.3	0.466	0.557	0.779	0.519	0.459	0.564
X3.4	0.509	0.589	0.822	0.587	0.480	0.573
X4.1	0.471	0.565	0.518	0.735	0.450	0.517
X4.2	0.420	0.548	0.505	0.745	0.337	0.520
X4.3	0.476	0.562	0.568	0.757	0.488	0.545
X4.4	0.515	0.570	0.446	0.714	0.599	0.528
X5.1	0.445	0.607	0.514	0.512	0.770	0.555
X5.2	0.527	0.507	0.459	0.516	0.863	0.577
X5.3	0.487	0.606	0.462	0.528	0.802	0.520
X5.4	0.479	0.519	0.478	0.507	0.806	0.507
Y1	0.519	0.594	0.554	0.578	0.531	0.818
Y2	0.480	0.601	0.602	0.565	0.480	0.801
Y3	0.473	0.605	0.545	0.559	0.495	0.763
Y4	0.500	0.582	0.502	0.532	0.581	0.743

Source: Data processed by the researcher, (2025)

Based on the analysis results, all indicators of the variables Product Variety (X1), Service Quality (X2), Product Quality (X3), Price (X4), Location (X5), and Purchase Decision (Y) show cross loading values for their respective constructs above 0.7, indicating that these indicators are valid and strong in measuring their respective variables.

There are no indicators with loading factor values below the threshold of 0.7; therefore, all indicators can be used in further analysis. The cross-loading results also indicate that all indicators are valid. Thus, the research instrument is ready to be used in the next stage of analysis with confidence that the variable constructs have been measured accurately and are well distinguished from one another.

Table 8. Fornell-Larcker Criterion Discriminant Validity

Variabel	X1	X2	X3	X4	X5	Y
X1	0,839					
X2	0,779	0,819				
X3	0,732	0,809	0,816			
X4	0,808	0,680	0,743	0,823		
X5	0,709	0,817	0,731	0,547	0,826	
Y	0,763	0,671	0,718	0,696	0,792	0,781

Source: Data processed by the researcher, (2025)

Based on the results of the analysis, the discriminant validity in this study shows very good results, as the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlations between constructs. This indicates that each construct has good validity and can be clearly distinguished from other constructs in the research model. Therefore, this research model is ready for further analysis with the assurance that the

variable constructs have been measured accurately.

Table 9. Collinearity Statistics

Code	VIF
X1.1	2.047
X1.2	2.004
X1.3	2.028
X1.4	1.922
X2.1	2.061
X2.2	1.838
X2.3	1.926
X2.4	1.874
X2.5	1.719
X3.1	1.466
X3.2	1.626
X3.3	1.526
X3.4	1.776
X4.1	1.362
X4.2	1.387
X4.3	1.388
X4.4	1.288
X5.1	1.516
X5.2	2.184
X5.3	1.724
X5.4	1.869
Y1	1.798
Y2	1.729
Y3	1.488
Y4	1.436

Source: Data processed by the researcher, (2025)

Based on the table above, the collinearity analysis shows that the VIF values are below 5.00. This indicates that there is no multicollinearity problem among the indicators.

Table 10. Significance and Relevance of Outer Weights

	***Original sample* (O)**	***Sample mean* (M)**	***Standard deviation* (STDEV)**	**T *statistics* (|O/STDEV|)**	**P *values***
X1.1 <- X1	0.281	0.281	0.017	16.131	0.000
X1.2 <- X1	0.302	0.302	0.014	21.287	0.000
X1.3 <- X1	0.329	0.330	0.020	16.082	0.000
X1.4 <- X1	0.278	0.278	0.017	16.404	0.000
X2.1. <- X2	0.266	0.267	0.016	16.128	0.000
X2.2 <- X2	0.252	0.252	0.014	18.125	0.000
X2.3 <- X2	0.250	0.249	0.012	20.463	0.000
X2.4 <- X2	0.258	0.258	0.014	19.055	0.000
X2.5 <- X2	0.225	0.225	0.016	14.077	0.000
X3.1 <- X3	0.304	0.304	0.024	12.403	0.000
X3.2 <- X3	0.315	0.314	0.023	13.975	0.000
X3.3 <- X3	0.325	0.326	0.024	13.294	0.000
X3.4 <- X3	0.330	0.331	0.027	12.265	0.000
X4.1 <- X4	0.332	0.333	0.034	9.814	0.000
X4.2 <- X4	0.334	0.334	0.027	12.416	0.000
X4.3. <- X4	0.350	0.348	0.033	10.630	0.000
X4.4 <- X4	0.339	0.339	0.029	11.621	0.000

	Original sample (O)	*Sample mean* (M)	*Standard deviation* (STDEV)	T *statistics* (|O/STDEV|)	P *values*
X5.1 <- X5	0.317	0.318	0.025	12.784	0.000
X5.2 <- X5	0.330	0.329	0.021	15.557	0.000
X5.3 <- X5	0.297	0.296	0.024	12.236	0.000
X5.4 <- X5	0.289	0.290	0.027	10.591	0.000
Y1.1 <- Y1	0.324	0.325	0.021	15.464	0.000
Y1.2 <- Y1	0.323	0.323	0.019	16.647	0.000
Y1.3 <- Y1	0.317	0.317	0.018	17.382	0.000
Y1.4 <- Y1	0.314	0.314	0.023	13.682	0.000

Based on the table above, the results of the significance and relevance of the Outer Weights show a p-value of 0.000 and a t-statistic value greater than the t-table value of 1.65.

Table 11. Collinearity Inner VIF

Variabel	VIF
X1 -> Y1	2.089
X2 -> Y1	3.356
X3 -> Y1	2.359
X4 -> Y1	2.832
X5 -> Y1	2.124

Source: Data processed by the researcher, (2025)

Based on the table above, the VIF values are used to test the presence of multicollinearity among the independent variables. The table shows that all VIF values are below 5.00, with the highest value being 3.365 for the Service Quality variable (X2). This indicates that there is no strong indication that the independent variables are highly correlated with each other. In other words, each variable—Product Variety, Service Quality, Product Quality, Price, and Location—is unique and does not cause problems in the analysis.

Table 12. R-Square

	R-square	R-square adjusted
Y	0.674	0.667

Source: Data processed by the researcher, (2025)

Based on the table above, the R-square (R^2) value of 0.674 indicates that 67.4% of the purchasing decision variable is influenced by product variety, service quality, product quality, price, and location, while the remaining 32.6% is affected by other variables not examined in this study. The R-square value represents the proportion of variance in the dependent variable explained by the model. An R-square value greater than 0.75 indicates a very strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model (Hair et al, 2021). Therefore, the R-square value in this study indicates a moderate level of explanatory power.

Table 13. F-Square

	F-square
X1 -> Y	0.010
X2 -> Y	0.082
X3 -> Y	0.064
X4 -> Y	0.032
X5 -> Y	0.042

Source: Data processed by the researcher, (2025)

Based on the table above, the service quality variable (X2) has the greatest effect among the other variables, with a value of 0.082, while the product variety variable (X1) contributes the least or has the weakest effect on purchasing decisions based on F-square values. However, simultaneously, the regression model is

able to explain 67.4% of the variance in purchasing decisions (R-square = 0.674), indicating that the contribution of these variables is fairly significant.

Table 14. Q2 Predict Relevance

	SSO	SSE	Q^2 (1- SSE/SSO)
X1	1000.000	1000.000	0.000
X2	1250.000	1250.000	0.000
X3	1000.000	1000.000	0.000
X4	1000.000	1000.000	0.000
X5	1000.000	1000.000	0.000
Y	1000.000	596.139	0.404

Source: Data processed by the researcher, (2025)

Based on the table above, the Q^2 value of 0.404 (>0.15) falls near the upper limit of the moderate category, indicating that the model has a fairly good predictive ability in explaining product variety, service quality, product quality, price, and location.

Table 15. PLS Predict Calculation Results

	Q^2 *predict*	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
Y.1	0.402	0.730	0.597	0.774	0.633
Y.2	0.398	0.760	0.618	0.799	0.660
Y.3	0.385	0.839	0.664	0.904	0.673
Y.4	0.375	0.876	0.741	0.927	0.759

Source: Data processed by the researcher, (2025)

Based on the table above, the PLS model used is able to make predictions with adequate relevance, as evidenced by Q^2 values greater than 0 for all indicators. The model is also more accurate than a standard linear regression model (LM) because its RMSE and MAE values are lower. Therefore, this model is suitable not only for analyzing relationships between variables but also for practically predicting consumer purchasing decisions.

Table 16. Statistic Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Y	0.083	0.085	0.061	1.360	0.087
X2 -> Y	0.300	0.296	0.086	3.485	0.000
X3 -> Y	0.222	0.218	0.095	2.335	0.010
X4 -> Y	0.172	0.181	0.085	2.032	0.021
X5 -> Y	0.171	0.170	0.071	2.395	0.008

Source: Data processed by the researcher, (2025)

Based on the table above, the relationships between the variables of product variety, service quality, product quality, price, and location with purchasing decisions are as follows:

Product Variety on Purchasing Decisions

The t-statistic value is 1.360 < t-table 1.65 and the p-value is 0.087 > 0.05. This indicates that product variety does not have a significant effect on purchasing decisions.

Service Quality on Purchasing Decisions

The t-statistic value is 3.485 > t-table 1.65 and the p-value is 0.000 < 0.05. This indicates that service quality has a significant effect on purchasing decisions.

Product Quality on Purchasing Decisions

The t-statistic value is 2.335 > t-table 1.65 and the p-value is 0.010 < 0.05. This indicates that product quality has a significant effect on purchasing decisions.

Price on Purchasing Decisions

The t-statistic value is 2.032 > t-table 1.65 and the p-value is 0.021 < 0.05. This indicates that price has a significant effect on purchasing decisions.

Location on Purchasing Decisions

The t-statistic value is 2.395 > t-table 1.65 and the p-value is 0.008 < 0.05. This indicates that location has a significant effect on purchasing decisions.

Table 17. Confidence Internal 95%

	***Original sample* (O)**	**Sampel *mean* (M)**	**5.0%**	**95.0%**
X1-> Y	0.083	0.085	-0.014	0.187
X2-> Y	0.300	0.296	0.158	0.439
X3-> Y	0.222	0.218	0.070	0.382
X4-> Y	0.172	0.181	0.020	0.301
X5-> Y	0.171	0.170	0.059	0.291

Source: Data processed by the researcher, (2025)

Based on the results in the table above, it shows the minimum and maximum values of the independent variables (X) on the dependent variable (Y). Specifically, the product variety variable on purchasing decisions has a minimum value of -0.014 and a maximum value of 0.187; the service quality variable on purchasing decisions has a minimum value of 0.158 and a maximum value of 0.439; the product quality variable on purchasing decisions has a minimum value of 0.070 and a maximum value of 0.382; the price variable on purchasing decisions has a minimum value of 0.020 and a maximum value of 0.301; and the location variable on purchasing decisions has a minimum value of 0.059 and a maximum value of 0.291.

Hypothesis Testing (Direct Effect)

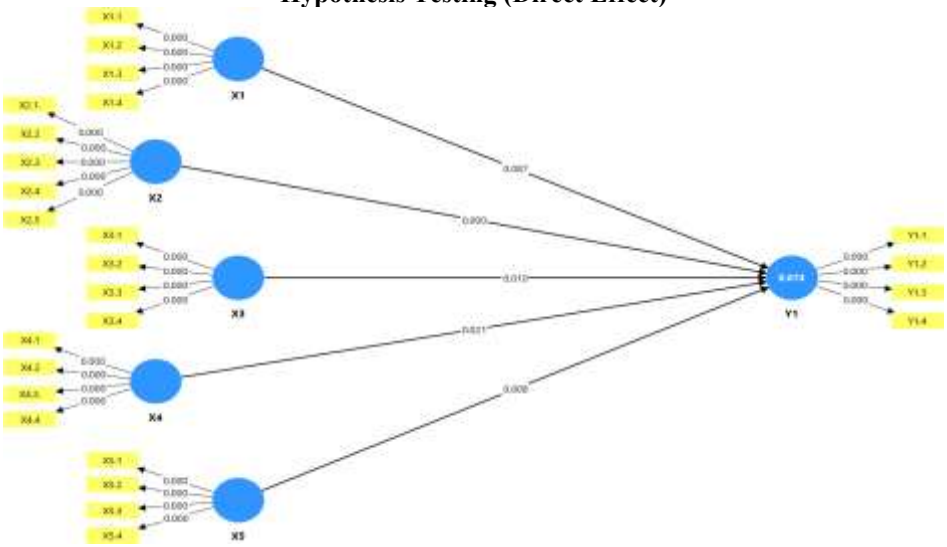

Figure 3. Hypothesis Testing Results

Hypothesis testing was conducted by comparing the p-value with the significance level (α = 0.05) or by comparing the t-statistic with the critical value (1.65). The p-values and t-statistics were obtained from the output of the Structural Equation Modeling (SEM) analysis using SmartPLS software through the bootstrapping method.

Hypothesis Testing

Hypothesis 1

Product variety has no positive effect on purchasing decisions. With a p-value of 0.087 > 0.05 and a t-statistic of 1.360 < t-table 1.65, H_0 is accepted and H_1 is rejected. Therefore, product variety does not have a positive effect on purchasing decisions.

Hypothesis 2

Service quality has a positive effect on purchasing decisions. With a p-value of 0.000 < 0.05 and a t-statistic of 3.485 > t-table 1.65, H_0 is rejected and H_1 is accepted. Therefore, service quality has a positive effect on purchasing decisions.

Hypothesis 3

Product quality has a positive effect on purchasing decisions. With a p-value of 0.010 < 0.05 and a t-statistic of 2.335 > t-table 1.65, H_0 is rejected and H_1 is accepted. Therefore, product quality has a positive effect on purchasing decisions.

Hypothesis 4

Price has a positive effect on purchasing decisions. With a p-value of 0.021 < 0.05 and a t-statistic of 2.032 > t-table 1.65, H_0 is rejected and H_1 is accepted. Therefore, price has a positive effect on purchasing decisions.

Hypothesis 5

Location has a positive effect on purchasing decisions. With a p-value of 0.008 < 0.05 and a t-statistic of 2.395 > t-table 1.65, H_0 is rejected and H_1 is accepted. Therefore, location has a positive effect on purchasing decisions.

Table 18. Hypothesis Testing Results

	Hypothesis	Conclusion
Hypothesis 1	Product variety has no positive effect on purchasing decisions	Rejected
Hypothesis 2	Service quality has a positive effect on purchasing decisions	Accepted
Hypothesis 3	Product quality has a positive effect on purchasing decisions	Accepted
Hypothesis 4	Price has a positive effect on purchasing decisions	Accepted
Hypothesis 5	Location has a positive effect on purchasing decisions	Accepted

Source: Data processed by the researcher, (2025)

Table 19. SRMR Model

	Saturated model	Estimated model
SRMR	0.065	0.065
d_ULS	1.366	1.366
d_G	0.545	0.545
Chi-square	784.684	784.684
NFI	0.782	0.782

Source: Data processed by the researcher, (2025)

Based on the table above, an SRMR value below 0.08 is considered to indicate a good model fit. In the results above, the SRMR value is 0.065, which means the model is already in a good category and can be accepted, as it is below the threshold of 0.08. Therefore, the model is considered appropriate and suitable for further analysis, as it meets the statistical model fit criteria commonly applied in SEM/PLS research.

DISCUSSION

The following is the discussion of each hypothesis test result:

Effect of Product Variety on Purchasing Decisions

The results show that product variety does not have a significant effect on purchasing decisions, as indicated by a p-value of 0.087 > 0.05 and a t-statistic of 1.360 < t-table 1.65. However, the product variety variable has a relatively high average index value of 190.4. Despite this, the hypothesis is not supported because other variables, such as service quality, product quality, price, and location, have higher or more dominant average index values. Therefore, product variety does not have a positive effect on the purchasing decisions of UMKM Darti Snack products. This is consistent with the study conducted by Aunillah & Himawan (2022), which stated that product variety does not have a positive and significant effect on purchasing decisions at UD Ridho Snack. It can be concluded that adding or changing product variety does not influence consumers' decisions to make a purchase.

Effect of Service Quality on Purchasing Decisions

The analysis results indicate that service quality has a positive effect on purchasing decisions. This is supported by a t-statistic of 3.485 > t-table 1.65 and a p-value of 0.000 < 0.05, confirming that service quality positively affects the purchasing decisions of UMKM Darti Snack products. This finding aligns with the research by ngelika and Lego (2022), which found that service quality has a positive and significant effect on the purchasing decisions of Chatime beverages at Mall Ciputra, West Jakarta.

Effect of Product Quality on Purchasing Decisions

The analysis results show that product quality has a positive effect on purchasing decisions. This is supported by a t-statistic of 2.335 > t-table 1.65 and a p-value of 0.010 < 0.05, indicating that product quality positively influences the purchasing decisions of UMKM Darti Snack products. This result is consistent with the study by Febriani & Surono (2022), which stated that product quality positively affects purchasing decisions at Cheese Chicken Palem.

Effect of Price on Purchasing Decisions

The analysis results indicate that price has a positive effect on purchasing decisions. This is supported by a t-statistic of 2.032 > t-table 1.65 and a p-value of 0.021 < 0.05, confirming that price positively affects the purchasing decisions of UMKM Darti Snack products. This finding aligns with the research by Gonie et al (2022), which reported that price positively affects purchasing decisions at Rumah Makan and Kopi Chamar Kawangkoan.

Effect of Location on Purchasing Decisions

The analysis results show that location has a positive effect on purchasing decisions. This is supported by a t-statistic of 2.395 > t-table 1.65 and a p-value of 0.008 < 0.05, indicating that location positively affects the purchasing decisions of UMKM Darti Snack products. This is consistent with the study by Yuliana & Maskur (2022), which found that location positively affects purchasing decisions at Sinestesa Coffeeshop, Pati.

CONCLUSION

The product variety variable does not have a positive effect on the purchasing decisions of UMKM Darti Snack products in Winduaji Village. Although the average index value of the product variety variable is high, the study results indicate that product variety still does not have a positive effect because other variables, such as service quality, product quality, price, and location, have higher average index values. Therefore, even though UMKM Darti Snack offers a wide variety of products, this does not influence or increase consumers' purchasing decisions.

The service quality variable has a positive effect on the purchasing decisions of UMKM Darti Snack products in Winduaji Village. It can be concluded that the better the service quality provided by UMKM Darti Snack, such as reliable service, fast responsiveness, and excellent customer service, the higher the likelihood that consumers will make a purchase.

The product quality variable has a positive effect on the purchasing decisions of UMKM Darti Snack products in Winduaji Village. It can be concluded that the better the product quality provided by UMKM Darti Snack, such as delicious taste, appropriate portion sizes, and fresh products, the higher the likelihood that consumers will make a purchase.

The price variable has a positive effect on the purchasing decisions of UMKM Darti Snack products in Winduaji Village. It can be concluded that competitive prices that match the product value offered by UMKM Darti Snack will increase the likelihood that consumers will make a purchase.

The location variable has a positive effect on the purchasing decisions of UMKM Darti Snack products in Winduaji Village. It can be concluded that a strategic, easily accessible location with ample parking will increase the likelihood of consumers making a purchase.

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