

**THE EFFECT OF PRICE, PRODUCT VARIETY AND DISTRIBUTION  
CHANNELS ON CONSUMER PURCHASING DECISIONS  
ATHIRA BAKERY LAMONGAN**

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**ABSTRACT**

*This study aims to determine the effect of price variables, product variations and distribution channels partially, simultaneously, and dominantly on consumer purchasing decisions of Athira Bakery Lamongan. This research employed a type of quantitative descriptive research. The population in this study were consumers who purchased Athira Bakery Lamongan products. This study used a sample of 97 respondents, using the Non-Probability Sampling technique, namely a sampling technique that does not provide equal opportunities for each individual to be selected as the sample. This study used the hypothesis by using data analysis validity test, reliability test, classical assumptions test, multiple linear regression, coefficient of determination, multiple correlation, t test and F test.*

*Furthermore, based on the results of the t test, the results of the variable price (X1) and product variation (X2) have a partially significant effect on consumer purchasing decisions at Athira Bakery Lamongan, the results are X1 (t count 4.402 > t table 1.986 and 0.000 < 0.05), X2 results (t count 3.887 > t table 1.986 and 0.000 < 0.05). While the distribution channel variable has no significant effect partially on consumer purchasing decisions at Athira Bakery Lamongan, the result is X3 (t count 1.004 < t table 1.986 and 0.318 > 0.05). From the results of the F test the independent variables price (X1), product variety (X2) and distribution channels (X3) have a significant simultaneous effect on Athira Bakery Lamongan's consumer purchasing decisions with a value of F count > F table (16.997 > 2.703). Based on the results of the multiple linear regression test, the price variable (X1) is the variable that most dominantly influences consumer purchasing decisions at Athira Bakery Lamongan, with a value of  $Y = 1.462 + 0.450 X1 + 0.338 X2 + 0.077X3$ .*

**Keywords** : Prices, Product Variations, Distribution Channels and Purchasing Decisions.

**PENGARUH HARGA, VARIASI PRODUK DAN SALURAN DISTRIBUSI  
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN ATHIRA  
BAKERY LAMONGAN**

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**RINGKASAN**

Penelitian ini bertujuan untuk mengetahui pengaruh variabel harga, variasi produk dan saluran distribusi secara parsial, simultan, dan dominan terhadap keputusan pembelian konsumen Athira Bakery Lamongan. Penelitian ini menggunakan jenis penelitian deskriptif kuantitatif. Populasi dalam penelitian ini adalah konsumen yang membeli produk Athira Bakery Lamongan. Penelitian ini menggunakan sampel sebanyak 97 responden, dengan menggunakan teknik Non-Probability Sampling yaitu teknik pengambilan sampel yang tidak memerikan kesempatan yang sama bagi setiap individu untuk dipilih menjadi sampel. Penelitian ini menggunakan hipotesis dengan menggunakan analisis data Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Regresi Linier Berganda, Koefisien Determinasi, Korelasi Berganda, Uji t dan Uji F.

Berdasarkan hasil Uji t didapatkan hasil variabel Harga ( $X_1$ ) dan Variasi Produk ( $X_2$ ) berpengaruh signifikan secara parsial terhadap Keputusan Pembelian konsumen Athira Bakery Lamongan diperoleh hasil  $X_1$  ( $t_{hitung} 4,402 > t_{tabel} 1,986$  dan  $0,000 < 0,05$ ),  $X_2$  diperoleh hasil ( $t_{hitung} 3,887 > t_{tabel} 1,986$  dan  $0,000 < 0,05$ ). Sedangkan variabel Saluran Distribusi tidak berpengaruh signifikan secara parsial terhadap Keputusan Pembelian konsumen Athira Bakery Lamongan diperoleh hasil  $X_3$  ( $t_{hitung} 1,004 < t_{tabel} 1,986$  dan  $0,318 > 0,05$ ). Dari hasil Uji F variabel bebas Harga ( $X_1$ ), Variasi Produk ( $X_2$ ) dan Saluran Distribusi ( $X_3$ ) berpengaruh signifikan secara simultan terhadap Keputusan Pembelian konsumen Athira Bakery Lamongan dengan nilai sebesar  $F_{hitung} > F_{tabel}$  ( $16,997 > 2,703$ ). Berdasarkan hasil Uji Regresi Linier berganda, variabel Harga ( $X_1$ ) merupakan variabel yang paling dominan mempengaruhi Keputusan Pembelian konsumen Athira Bakery Lamongan diperoleh nilai  $Y = -1,462 + 0,450 X_1 + 0,338 X_2 + 0,077X_3$ .

**Kata kunci** : Harga, Variasi Produk, Saluran Distribusi dan Keputusan Pembelian