

The Importance of Product Variation as an Intervention to Improve Purchasing Decisions

A Study on Gubuk Kloning of Sumber Gempong Rice Field Tourism

Ahmad Nizar Yogatama*

Institut Teknologi dan Bisnis Asia, Malang, Indonesia

**Corresponding author. Email: nizaryogatama@asia.ac.id*

ABSTRACT

The decision to purchase and product variation should be very important for tourists who are shopping in tourist spots such as Sumber Gempong Rice Field Tourism. This is because the number of visitors to Sumber Gempong can reach 3000–4000 tourists on Saturdays and Sundays and 500 visitors on regular days. This research was conducted using quantitative methods. The research was carried out from December 2023 to February 2024. The location of this research is the Gubuk Kloning Strawberry Hut. The population of this study is consumers who come to Gubuk Kloning, which averages 50 visitors per day for 3 months, which is 89 days with a total of 4450 visitors. The sample used in this study is 100 visitors. The sampling technique is simple random sampling. The data collection techniques used are observation, interviews, and questionnaires. The data analysis technique used in this research uses partial least squares. The results of this study are that the location of Gubuk Kloning has a positive and significant effect on the decision to purchase products by visitors to Sumber Gempong Rice Field Tourism; product variation of Gubuk Kloning also has a positive and significant effect on the decision to purchase products by visitors to Sumber Gempong Rice Field Tourism; and finally, product variation is able to be an intervening variable between location and purchasing decisions by visitors to Sumber Gempong Rice Field Tourism at Gubuk Kloning.

Keywords: *Wisata Sawah Sumber Gempong, Product Variation, Purchasing Decisions, Gubuk Kloning*

1. INTRODUCTION

Sumber Gempong Rice Field Tourism is one of the tourist attractions built in Ketapanrame village, Trawas District, Mojokerto Regency. This tour is very busy and attracts many visitors because it has the theme of rice fields as the main attraction. There are at least several things offered by Sumber Gempong that differentiate it from other tourist attractions, including natural views of rice fields and springs, namely the source of Gempong itself, entertainment rides with various types of rides, locations that are truly in nature and ticket prices that are affordable for many people. The number of visitors to Sumber Gempong can reach 3000–4000 tourists on Saturday–Sunday and 500 visitors on weekdays. This number of visitors will be served by various stalls at the Sumber Gempong tourist attraction, totaling 23 sellers and 19 kiosks. In general, with this number of visits, sellers will not have difficulty finding buyers, but with a small variety of merchandise, it appears that visitors will choose the same product at a location closer to the parking lot and at a cheaper price. For those who have stalls that are far from the parking lot and are considered more expensive, even though the difference is Rp. 500, buyers will choose another place.

Gubuk Kloning, a vendor, sells a variety of food and drinks, and he faces rivalry from other vendors in the market when he is selling his items. As well as t-shirts, Gubuk Kloning also sells cactus, toys for children, and even t-shirts. There is no doubt that Gubuk Kloning is not the exclusive source of these numerous types of merchandise; rather, Gubuk Kloning is also entrusted with inventory by a number of other business partners. Clone Hut is regarded to be capable of competing for customers because it offers prices ranging from 5,000 to 30,000 rupiah. As time passes, however, the merchandise does not differ from one vendor to another. As a result, purchasers will automatically hunt for the same thing at a seller's location that is closer to the parking lot and selling it at a lower price. Purchasing decisions and product variations are important for tourist visitors who are shopping at tourist attractions. This can be seen from various angles. Firstly, product variety will allow visitors to have many choices (Alexandro et al., 2023; Mardikaningsih & Sinambela, 2021), meeting the various needs and tastes of visitors. For example, one visitor may be looking for regional souvenirs, while another visitor is looking for equipment to use during the trip. Second, purchasing decisions are influenced by many factors, including product quality, price, and service (Alexandro et al., 2023; Priyanto, 2024). Visitors are actually more likely to make a purchase if they feel they are getting good value from the transaction (Kimiagari & Asadi Malafe, 2021; Li et al., 2021). Therefore, it is important for sellers at tourist attractions, including in Sumber Gempong, to offer quality products at competitive prices and good service. Third, shopping at tourist attractions is often part of the tourist

experience itself. Visitors may take home memories in the form of physical items from the places they visit. Therefore, purchasing decisions and product variations are important in influencing visitor satisfaction and the success of the tourist attraction (Eriyanti & Kusmadeni, 2021; B. Lestari, 2020). Thus, purchasing decisions and product variations should be very important for tourist visitors who are shopping at tourist attractions such as Sumber Gempong Sawah Tourism.



Figure 1 Gubuk Kloning Visitors

Purchasing decisions and the location of kiosks such as huts and stalls at the Sumber Gempong Rice Field Tourism are important for tourist visitors who are shopping at tourist attractions. The location of the huts and kiosks should influence the comfort and ease of access for visitors (Widiartiningtyas & Pradana, 2021). Kiosks that are located in strategic and easy to reach locations are more likely to be visited by visitors (A. A. Lestari et al., 2023; Mardiah et al., 2023). Second, the location of the kiosk can also affect the visibility of the products being sold (Anugrah, 2024; Muzaki, 2023). Kiosks that are located in busy locations and frequently passed by visitors have a greater chance of attracting visitors' attention (Kusharyanto et al., 2023). Third, purchasing decisions are influenced by many factors, including product quality (Priyanto, 2024), price (Eriyanti & Kusmadeni, 2021), and services (Adeline, 2020). Visitors will be more likely to make a purchase if they feel they are getting good value from the transaction. Therefore, it is important for sellers at kiosks to offer quality products at competitive prices and good service. Thus, purchasing decisions and kiosk locations should be very important for visitors to the Sumber Gempong Rice Fields Tour who are shopping at the tourist attraction.



Figure 2 Gubuk Kloning Side View

This research has several objectives, namely (1) to determine the influence of the location of the cloned hut on product purchasing decisions by visitors to the Sumber Gempong Sawah Tourism; (2) determine the influence of cloned hut product variations on product purchasing decisions by visitors to the Sumber Gempong Rice Fields Tourism; (3) as well as knowing the influence of the location of the cloned hut on purchasing decisions through product variations by visitors to the Sumber Gempong Sawah Tourism.

2. RESEARCH METHOD

This study employed quantitative methods. The study was conducted from December 2023 to February 2024. This research is conducted at the Pondok Stroberi Gubuk Kloning, situated in the Sumber Gempong Rice Field Tourism area. The population of this study consists of consumers who visit Gubuk Kloning, with an average of 50 visitors per day for a duration of 3 months, specifically 89 days, resulting in a total of 4450 visitors. The research utilized a sample size of 100 visitors, which was determined by rounding up from a total of 97 visitors calculated using the Slovin formula with a 10% margin of error. The research employs a simple random sampling technique. The employed data collection

techniques encompassed observation, interviews, and questionnaires. This research methodology employs the statistical technique of partial least squares for data analysis.

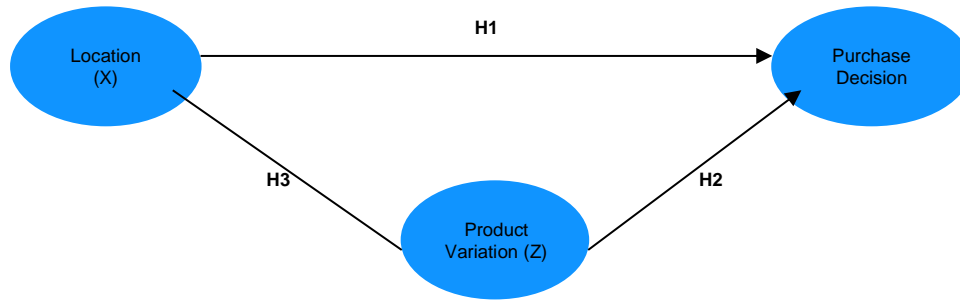


Figure 3 Conceptual Framework

Location is an important thing that becomes the basis for consumers to buy a product, especially if there are many sellers with the same type of product. The location indicators in this research are traffic flow, namely access for visitors from Sumber Gempong to Gubuk Kloning is easy to walk, accessibility, namely visitors to Sumber Gempong have a road wide enough to pass through so visitors can get in and out easily, and location characteristics, namely Gubuk Kloning, are easy accessible to visitors from the vehicle parking location. Gubuk Kloning produces product variations, which are goods with different designs or types. Indicators of product variation in this research are excellence, namely the products sold at Gubuk Kloning are the best, uniqueness, namely the products sold at Gubuk Kloning are different from the others, quality, namely the quality of the products at Gubuk Kloning according to the price offered, no more and no less.

A purchasing decision is a decision-making process that begins with recognizing a problem and then evaluating it by deciding on the product that best suits your needs. Indicators of purchasing decisions in this research are repeat transactions, namely visitors to Sumber Gempong who are willing to make repeat transactions at Gubuk Kloning, satisfaction, namely visitors to Sumber Gempong who are satisfied with the products purchased at Gubuk Kloning, and recommendations, namely visitors to Sumber Gempong who are willing to recommend the products sold by Gubuk Kloning to visitors.

3. RESULT AND DISCUSSION

70% of the visitors to Gubuk Kloning are women. The dominant age of visitors is 21–30, as much as 35%, and slightly different from those aged 31–40, as much as 34%. For residential locations, 75% of Gubuk Kloning's visitors come from outside Trawas. Looking at the characteristics of the Gubuk Kloning respondents, it can be concluded that the majority of buyers at Gubuk Kloning are from outside Trawas and are female, aged 21–30 years. The results of the convergent validity test show that all indicators are valid because they have an outer loading value of > 0.7 (0.815–0.834) and an AVE value of > 0.5 (0.532–0.673). The Cronbach alpha value is > 0.7 (0.745–0.865), so it is declared to meet the composite reliability above and is declared reliable.

The location of the Cloning Gubuk on product purchasing decisions by visitors to the Sumber Gempong Rice Field Tourism has a positive and significant effect. This is because location is an important thing that becomes the basis for visitors to Sumber Gempong to buy a product. The Cloning Gubuk Product Variation on product purchasing decisions by visitors to the Sumber Gempong Rice Field Tourism has a positive and significant effect. This is because the variety of Gubuk Kloning products has a different design or type compared to other sellers. The location of the Cloning Gubuk on purchasing decisions through product variations by visitors to Sumber Gempong Rice Field Tourism as an intervening variable has a positive and significant effect. This is because product variations are able to strengthen the location of Gubuk Kloning in purchasing decisions by Sumber Gempong visitors.

Access for visitors from Sumber Gempong to Gubuk Kloning is easy to access on foot (55% answered SS and 25% answered S). This means that visitor access to Gubuk Kloning is easy to access on foot. Based on interviews with several visitors, they also stated that access to Gubuk Kloning is easy because it is close to the train ride and parking location. Regarding accessibility, visitors to Sumber Gempong have a road wide enough to pass through, so visitors can get in and out easily (50% answered SS and 25% answered S). This means that the width of the road when heading to Gubuk Kloning is free to traverse. Lastly, the location characteristic is that the Cloned Hut is easy for visitors to reach from the vehicle parking location (70% answered SS and 10% answered S). This means that the location of vehicle parking and

the place where visitors shop have an important role, considering that the main access to Sumber Gempong Tourism is only on foot.

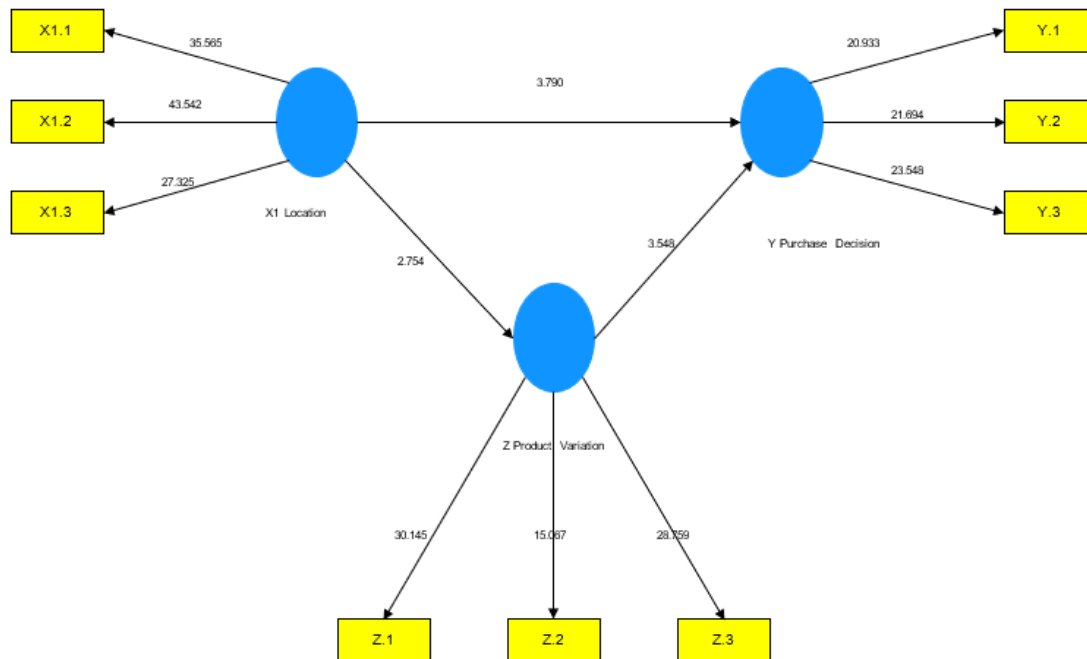


Figure 4 Structural Model Test Results

The advantage is that the products sold at Gubuk Kloning are the best (65% answered SS and 15% answered S). This shows that visitors who shop at Gubuk Kloning have a positive assessment that the products at the prices given are in accordance with what visitors need, neither more nor less. Next is uniqueness, namely the products sold by Gubuk Kloning are different from the others (55% answered S and 15% answered SS). This shows that even though the products sold at Gubuk Kloning are of the same type, Gubuk Kloning is considered to have its own characteristics. This situation is not without reason because Gubuk Kloning has its own products which are prepared so that it differentiates Gubuk Kloning from other sellers so that it has a distinctive characteristic. Lastly, quality, namely the quality of the products at Gubuk Kloning according to the price offered, no more and no less (50% answered SS and 10% answered S). This means that the prices of the products sold by Gubuk Kloning are reasonable and appropriate according to visitors to the Sumber Gempong Rice Field Tourism. This is a positive result considering that the majority of visitors come from outside Ketapanrame.

Repeat transactions, namely visitors to Sumber Gempong, are willing to carry out repeat transactions at Gubuk Kloning (65% answered SS and 15% answered S). This means that the majority of visitors are willing to make repeat transactions at Gubuk Kloning. Based on interviews, several consumers stated that the responsive service made them interested and happy to carry out repeat transactions at Gubuk Kloning. Next is satisfaction, namely that visitors to Sumber Gempong are satisfied with the products purchased at Gubuk Kloning (55% answered SS and 15% answered S). This means that the majority of visitors are satisfied with the products purchased from Gubuk Kloning. Finally, there is a recommendation, namely that visitors to Sumber Gempong want to recommend the products sold by Gubuk Kloning to other visitors (70% answered SS and 10% answered S). This means that Gubuk Kloning gets many recommendations from visitors to Sumber Gempong Rice Fields Tourism.

Sumber Gempong Rice Field Tourism is one of the tourist attractions built in Ketapanrame village, Trawas District, Mojokerto Regency. This tour is very busy and attracts many visitors because it has the theme of rice fields as its main attraction. There are at least several things offered by Sumber Gempong that differentiate it from other tourism, including natural views of rice fields, springs, namely the source of Gempong itself, entertainment rides with various types of rides, locations that are truly in nature and ticket prices that are affordable for many people. . The number of visitors to Sumber Gempong can reach 3000-4000 tourists on Saturday-Sunday and 500 visitors on weekdays. At the Sumber Gempong tourist attraction, there will be 23 different sellers and 19 kiosks to serve this number of visitors. In general, with this number of visits, sellers will not have difficulty finding buyers, but with a small variety of merchandise, it appears that visitors will choose the same product at a location closer to the parking lot and at a cheaper

price. For those who have stalls that are far from the parking lot and are considered more expensive, even though the difference is Rp. 500, buyers will choose another place.



Figure 5 Sumber Gempong

One seller named Gubuk Kloning sells various snacks and several drinks, experiencing trade competition when selling his wares. Children's toys, cacti, and even t-shirts are also sold by the Cloning Shack. These various kinds of merchandise certainly do not come from the Cloning Hut alone but are also entrusted with merchandise by several business partners. With a price range of Rp. 5,000 up to Rp. 30,000, Cloning Hut is considered capable of competing for buyers. However, as time goes by, the merchandise does not vary between sellers, so buyers will automatically look for the same product at a seller's location closer to the parking lot at a cheaper price.



Figure 6 Gubuk Kloning

Purchasing decisions and product variations are important for tourist visitors who are shopping at tourist attractions. This can be seen from various angles. Firstly, product variety will allow visitors to have many choices (Alexandro et al., 2023; Mardikaningsih & Sinambela, 2021), meeting the various needs and tastes of visitors. For example, one visitor may be looking for regional souvenirs, while another visitor is looking for equipment to use during the trip. Second, there are a variety of factors that affect purchasing decisions, including product quality, price, and service (Alexandro et al., 2023; Priyanto, 2024). Visitors are actually more likely to make a purchase if they feel they are getting good value from the transaction (Kimiagari & Asadi Malafe, 2021; Li et al., 2021). Therefore, it is important for sellers at tourist attractions, including Sumber Gempong, to offer quality products at competitive prices and good service. Third, shopping at tourist attractions is often part of the tourist experience itself. Visitors may take home memories in the form of physical items from the places they visit. Therefore, purchasing decisions and product variations are important in influencing visitor satisfaction and the success of the tourist attraction (Eriyanti & Kusmadeni, 2021; B. Lestari, 2020). Thus, purchasing decisions and product variations should be very important for tourist visitors who are shopping at tourist attractions such as Sumber Gempong Sawah Tourism.

Purchasing decisions and the location of kiosks such as huts and stalls at the Sumber Gempong Rice Field are important for tourist visitors who are shopping at tourist attractions. The location of the huts and kiosks should influence the comfort and ease of access for visitors (Widiartiningtyas & Pradana, 2021). Kiosks that are located in strategic and easy-to-reach locations are more likely to be visited by visitors (A. A. Lestari et al., 2023; Mardiah et al., 2023). Second, the location of the kiosk can also affect the visibility of the products being sold (Anugrah, 2024; Muzaki, 2023). Kiosks that are located in busy locations and frequently passed by visitors have a greater chance of attracting visitors' attention

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4. CONCLUSION

The conclusions of this research are: (1) the location of the Cloning Gubuk has a positive and significant effect on product purchasing decisions by visitors to the Sumber Gempong Sawah Tourism; (2) the variety of Gubuk Kloning products also has a positive and significant effect on product purchasing decisions by visitors to the Sumber Gempong Sawah Tourism; and (3) product variations can be an intervening variable between location and purchasing decisions by visitors to the Sumber Gempong Rice Field Tourism at Gubuk Kloning. Suggestions for further researchers are to add respondents' characteristics, including the amount of income set aside to be spent when visiting the Sumber Gempong Rice Fields Tourism, the vehicle used, and the intensity of visits to the Sumber Gempong Rice Fields Tourism. Related to the variables that need to be added are electronic payment media and cash as intervening variables because many visitors ask questions, but the majority of sellers do not yet use electronic payment media such as QRIS due to a lack of knowledge regarding this payment technology.

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