

ENHANCING PURCHASE DECISIONS IN UD. MANDIRI TOPORE BUILDING STORE, MAMUJU DISTRICT: THE IMPACT OF PRODUCT DIVERSITY AND BRAND TRUST

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ABSTRACT

This study examines the influence of product diversity and brand trust on purchasing decisions at UD. Mandiri Topore Building Store in Mamuju Regency. The analysis was conducted using multiple linear regression and statistical tests. The results indicate that both variables, "product diversity" and "brand trust," individually have a significant impact on purchasing decisions. "Product diversity" positively and significantly influences purchasing decisions, suggesting that consumers are more likely to make purchases when they perceive a variety of product choices. Similarly, "brand trust" also has a positive and significant impact on purchasing decisions, emphasizing the importance of consumer trust and confidence in the store's brand. Furthermore, the analysis reveals that "brand trust" plays a more dominant role in influencing purchasing decisions compared to "product diversity." This study underscores the importance of building and maintaining brand trust to enhance consumer purchasing decisions in the context of UD. Mandiri Topore Building Store.

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1. INTRODUCTION

Business competition in Indonesia is currently growing rapidly, this is greatly influenced by changes in modern business with the emergence of goods and services that offer various advantages and uniqueness of each product or service. Companies must be able to create differentiating elements of their products and offers in the market. Each company's offer presents a big and different idea in the minds of its target consumers. The increasingly intense market competition that exists, especially competition from similar modern markets, makes companies increasingly required to move faster in terms of attracting consumers, so that companies that apply marketing concepts need to pay close attention to consumer behavior and factors that influence their purchasing decisions, in efforts to market a good or service that is carried out. This is because in the marketing concept, one way to achieve company goals is to know what the needs and desires of consumers or target markets are and to provide the expected satisfaction more effectively and efficiently than competitors. Consumer behavior based on current market developments makes consumers want to continue to be spoiled, this encourages the creation of companies with certain models according to consumer needs accompanied by the many competitors that have sprung up and become consumer idols in the midst of their busy daily lives, these increasingly varied market conditions make consumers selective in making purchases and increasingly critical in their purchasing behavior.

Purchasing decision is a condition experienced by a consumer in making choices according to his desired needs which are absolute and fixed (establishment), consumers in making choices are of course based on several factors which are used as benchmarks in every decision making. According to Alma, B (2021: 96), suggests that purchasing decisions are "a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people and process". Every purchasing decision-making behavior, of course, each individual or consumer, has a process of searching for information on the benefits and advantages of a product offered by a business or company, this is related to the existence of several alternative choices to determine a choice for the product offered. Without a doubt, every consumer behavior in general is the freedom to make choices based on needs, consumers will be able to make choices when a business or company offers several types of goods, products or services to each consumer.

Enhancing Purchase Decisions in UD. Mandiri Topore Building Store, Mamuju District: The Impact of Product Diversity and Brand Trust. Dandi Rivaldi, et.al

According to Simamora in Maharani, et al (2023: 589), product diversity is "a set (diversity) of product lines and elements offered by certain sellers to buyers". The diversity of products owned by a business or company will have an impact on the selection or purchase process, because the number of products offered will provide intervention or can compare easily between the various types of products available at the company itself. Apart from product diversity, there are other factors that can influence purchasing decisions, namely brand trust. According to Delgado (2011: 13) brand trust is "a feeling of security that consumers have in their interactions with a brand, this is based on consumer perceptions that the brand is trusted and responsible for the interests and welfare of consumers". Brand Trust will create consumer loyalty to a brand and trust in a brand and trust can trigger a positive relationship. Papalang District is one of the 11 sub-districts in Mamuju Regency, the majority of people in this area are competing in making buildings that used to be traditional wood-based housing, now starting to switch to buildings made from seman or better known as stone houses. This is based on the difficulty and high cost of obtaining wood material which is the basic material for traditional houses. Starting from this fact, business actors, especially those who sell building materials, make this an opportunity for their business. In Kecamatan Papalang itself, there are several building material shops, which offer building materials that are almost predominantly the same with relatively similar prices. Among them are Wahyu Bangunan Store, Sri Mulyana Store, UD. Mandiri, Sirannuang Store, Putri Rusli Store and Arjuna Building Store. In the marketing strategy, the most important thing to consider is how to get consumers to make purchases of goods and services.

The object of this research is UD. Mandiri Topore which is located on the Palu-Mamuju axis road, Papalang Village, Papalang District, Mamuju Regency. UD. Mandiri is a material shop that provides building needs and tools such as cement with various brands, nails of various types, zinc roofing, iron of various sizes, hammers, helmets, saws and others. Based on the results of initial observations made by researchers, problems were found that could influence consumers to make purchase transactions at UD. Mandiri, namely in terms of product diversity, namely in the form of a lack of goods available at UD. Mandiri compared to other businesses in Papalang District, and some goods are not neatly arranged so that consumers have to ask employees first when they want to make a purchase, the types of goods offered to consumers are still lacking so that consumers are not free to choose products or goods according to their needs. However, the advantages possessed by UD. Mandiri is that there are no product similarities between its competitors. At UD. Mandiri itself is a business that was first recognized by the community, before a similar business became a competitor. Of course this makes UD. Mandiri as one of the alternatives for the community when they want to purchase building materials and equipment, seeing the owner at UD. Mandiri builds good relationships with each of its consumers, namely in the form of providing order lists or taking goods with a term payment period to each consumer. However, the problem found by researchers is in terms of brand trust, where sometimes the goods available at UD. Mandiri does not meet consumer expectations, such as the cement offered to the public with a hard texture. Then based on the information of consumers who say that I still choose to make purchases at UD. Mandiri is that every consumer makes a purchase, the business provides free delivery of goods and when in the process of delivering goods damaged or not in accordance with the order, the employee will replace the item, but the time span used is relatively long. And the advantage that the business has is that the building equipment owned by UD. Mandiri is more durable than some of its competitors.

Literature Review

Marketing is one of the main activities that must be carried out by business actors in order to be able to maintain the profitability of their business and develop their business and to reap the maximum profit. The success or failure of a business depends on the experience or expertise of business actors in marketing, production, finance and other fields. Noting the brief conception, then to better understand marketing, it is necessary to explain according to the theory that has developed so far. According to Kotler, P and Armstrong, G (2019: 1), "Marketing is a human activity directed at trying to satisfy wants and needs through the exchange process". According to Tjiptono (2014: 13), "Marketing is the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment". According to Kertajaya in Alma, B (2021: 3), "Marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders". From several definitions referenced earlier, the author concludes that marketing is the effort of a person or group to build, maintain, and satisfy customers through distribution, offering goods and services, promotion, pricing, and building relationships through the exchange process. The estuary of

Enhancing Purchase Decisions in UD. Mandiri Topore Building Store, Mamuju District: The Impact of Product Diversity and Brand Trust. Dandi Rivaldi, et.al

this marketing is of course to get profits and retain customers for the survival of the business that is occupied by business people, therefore it is mandatory when marketing is packaged through a marketing concept.

Everything if carried out with careful planning will certainly produce satisfactory results. Likewise with marketing, if it is carefully conceptualized accompanied by strong efforts, it is not a difficult thing to achieve the goals that have been planned previously by business people. Apart from being designed to get profit, the marketing concept is also very important to be designed in such a way as to be able to create a win-win situation by both parties between business actors and customers. When this concept runs well and consistently, the marketing concept can be at the forefront in terms of maintaining the survival of the business being run for the long term. According to Kotler, P and Armstrong, G (2019: 12), "the core concepts of marketing consist of needs, wants and demands, target markets, positioning and segmentation, offers and brands, value and satisfaction, marketing channels, competition and the marketing environment". The basic concepts of marketing according to Kotler, P and Armstrong, G (2019: 220), consist of human needs which are conditions such as feelings of loss in a person. Human needs are broad and complex which include basic needs, security, social, appreciation and self-actualization, and human wants are forms that come from human wholeness which are shaped by a person's culture and personality. Furthermore, Assauri (2017: 81) states "The marketing concept is a management philosophy in the field of marketing that is oriented towards the needs and desires of consumers supported by integrated marketing activities that are directed at providing customer satisfaction as the key to organizational success in its efforts to achieve previously set goals".

For a company, marketing strategy plays a very important role in the company's efforts to achieve its desired goals. Marketing strategy is a picture or realization of a company's efforts to achieve the goals it has aspired to. According to consumers Gugup Kismono in Naugi, Y (2017: 5), marketing strategy is "a procedure for the work process to meet the needs of market share which consists of everything that can influence purchasing decisions". Another opinion was expressed by Tjiptono (2014: 196), marketing strategy is "the ability possessed by business actors or companies such as, the ability to see opportunities for profit and understand consumer needs so that the goals to be achieved in the work process can be met according to the planned goals". Meanwhile, according to Pearce and Robinson (2014: 298), marketing strategy is "a procedure for managing employee abilities in accordance with the wishes of a company, to achieve goals that have been prepared according to what is expected". Marketing strategy implementation involves several important stages related to marketing activities. First, market segmentation is carried out to group target markets based on buyer characteristics, needs, attitudes, and behaviors. This allows customization of different marketing components for each group. Then, targeting the market is done by evaluating the buying interest in each of the previously identified market groups, and then focusing on meeting the needs of the selected market. The next step is differentiation, where services are customized for each market group. This means providing unique services according to the characteristics and needs of consumers in each market. Once the marketing strategy is determined, the company plans and details all the marketing elements that will be used to attract consumers and encourage them to purchase the product or service. In essence, a marketing strategy is a plan designed by a company to meet consumer satisfaction in order to achieve previously set goals. These stages help companies formulate an effective approach to reach the market and generate positive interactions with consumers.

According to Mulyani in Pramesti, et al (2023: 329) states that product diversity is the availability of various kinds of products in a business or shop to make it easier for consumers to choose the product they want. Meanwhile, Utami (2010: 329) states that product diversity is the number of items to choose from in each product category. A similar opinion is also put forward by Febriana, et al (2016: 589) "product diversity is a collection of all products and goods offered by a particular seller to buyers". With the description of the understanding or definition that has been stated above, the authors can conclude that product diversity is the availability of a variety of products or goods in a business which includes the model, size, color and quality of the products and goods offered in meeting consumer needs. There are two main groups of products based on Tjiptono (2014: 98), namely goods and services. Goods can be divided into two types, namely durable goods and non-perishable goods. Meanwhile, Kotler and Armstrong (2019:116) divide products into consumer goods and industrial goods. Consumer goods include four types: everyday goods, grocery goods, specialty goods, and non-sought-after goods. Industrial goods include parts and materials, capital goods, and business supplies and services. In product diversity, according to Utami (2010:209), there are four main indicators. First, product completeness,

Enhancing Purchase Decisions in UD. Mandiri Topore Building Store, Mamuju District: The Impact of Product Diversity and Brand Trust. Dandi Rivaldi, et.al

which includes the various types of products available in the store. Second, product brand, which involves the various brands offered. Third, product size, which refers to variations in product capacity to meet consumer preferences. Fourth, product quality, which includes aspects of design, packaging, labeling, and product benefits. In Rohmawati's view (2018: 22), product differentiation means creating products that are slightly different from the standard to meet consumer needs and desires. This involves product variations so that the product can meet consumer tastes, desires, and expectations. Factors in product differentiation include product shape, flavor variety, durability (expiration), and product diversity features. By presenting these differences, companies can provide consumers with a wider variety to meet their preferences. According to Tjiptono (2014: 151), product classification based on consumers and their benefits involves two main criteria. First, there is a classification based on consumer goods, which consists of several types.

Convivence Goods are goods that are purchased frequently, needed immediately, and require minimal effort in comparison and purchase, such as soap. Shopping Goods are goods that are carefully compared in the selection and purchase process, based on quality, price, and model, such as shoes and clothes. Specialty Goods are goods with unique characteristics or highly identified brands, so buyers are willing to pay high prices to get them, such as motorbikes or cars. Unsought Goods are goods that buyers have not considered or even have no intention of buying, such as encyclopedias or insurance. Secondly, there is a classification based on industrial goods in terms of their entry into the production process and relative costs. Raw materials and spare parts are goods that are part of finished goods. Capital goods are goods that support the manufacturing process and the development of finished products. Supplies and services are goods that have a shorter lifespan and services that assist in the overall development and management of the product. As such, this classification helps in understanding the different types of products and how they play a role in different aspects of the consumer and production process. Zielke in Pramesti, et al (2023: 330), defines product diversity as a consumer view consisting of several indicators. This includes an assessment of various aspects: product price, product quality, product type, and product appearance offered in various categories. With this definition, we can conclude that the product diversity dimension includes a variety of creations to meet consumer needs, with the aim of gaining profit and providing benefits in the purchase of goods or services.

The trust that customers give to the brand is an asset for the company. Customers have the freedom to choose the products they need, the brands they like, and the sellers they trust. Brand Trust is a customer perception to trust the brand's ability, based on experience and interaction with the brand so that the promised expectations and values are met and are able to provide satisfaction or positive results. The existence of a consumer's trust in the brand can create a sense of security and reduce consumer perceptions of risk in its growth. According to Delgado (2011: 13) the definition of brand trust is "the feeling of security that consumers have in their interactions with a brand, this is based on consumer perceptions that the brand is trusted and responsible for the interests and welfare of consumers". According to Ali and Irdiana (2019: 403), brand trust is the performance of a brand to be recognized (brand reliability), since the aspect of buyer confidence in the product scale can meet consumer expectations or brand intentions. This is based on buyer confidence in the brand's capacity to fulfill expectations. According to Maulana and Marista (2021: 436) trust is "an important factor in turning buyers or consumers into first-time customers. Consumers will always buy products to meet their needs, but which products they buy and how they make decisions will be closely related to how they feel about the brands offered".

From several opinions of experts, it can be concluded that Brand Trust is the willingness of consumers to trust and feel safe in a brand at all costs, because of the hope that the brand will provide positive and reliable results for them. According to Alfian (2012: 26), there are three factors that influence brand trust in a product or service, namely self-concept, needs, and value. Self-Concept: Self-concept is an individual's overall view of an object that reflects him or her. It includes how individuals feel and perceive the object in relation to themselves. Needs: Human needs are divided into several types, such as basic physiological needs, safety and security, social needs for relationships and acceptance, egoistic needs for achievement and recognition, and self-actualization needs for personal achievement and fulfilling maximum potential. Value: The value desired by consumers for a product includes both internal and external aspects. Internal value involves personal satisfaction, a sense of perfection, self-esteem, and pleasure. External value involves feelings of belonging and being well-respected, as well as feeling secure. There is also an internal value orientation, which involves interpersonal relationships such as pleasure and enjoyment. Taking these factors into account, brand trust in a product or service can be

Enhancing Purchase Decisions in UD. Mandiri Topore Building Store, Mamuju District: The Impact of Product Diversity and Brand Trust. Dandi Rivaldi, et.al

influenced by how individuals perceive the relationship between the product or service and their self-concept, personal needs, and desired values. According to Hartaroe, et al (2016: 36), brand trust is influenced by several variable indicators. First, trust reflects individual beliefs in companies and products that create a sense of trust in the brand. Second, "reliable" refers to the quality of products that can be relied on in overcoming problems according to consumer needs. Third, honesty involves consumer transparency towards the company and product by providing truthful information, both positive and negative. Finally, the safety factor emphasizes products that are free from hazardous materials and are considered safe for consumers to use. By considering these elements, brand trust can be formed as a result of trustworthy, reliable, honest, and safe products delivered to consumers.

According to Assauri (2017: 173), purchasing decision is a decision-making process for a purchase which includes determining what to buy or not to buy and the decision is obtained from previous activities. Meanwhile, Schiffman and Khanuk (2015: 232), Purchasing decisions are the selection of two or more alternative purchasing decision options, meaning that someone can make a decision, there must be several alternative choices available. the decision to buy can lead to how the process of making that decision is carried out. Another opinion is also presented by Kotler, P and Armstrong, G (2019: 175), The purchase decision is to buy a brand that is in high demand, but two components can exist between purchase goals and purchase choices. That said, every individual has a decision-making method that is almost similar. Even so, there are several factors that can differentiate decision making between individuals, including age, character, income, and lifestyle. Based on several opinions that have been expressed by experts, the authors conclude that a purchasing decision is a consumer attitude-taking behavior with alternatives to buying or not buying goods or services as a solution to the problems they face. In making this decision, consumers go through several stages, starting from meeting needs, searching for information, evaluating to find alternatives, then taking actions that result in satisfaction or dissatisfaction.

At the stage of making purchasing decisions according to Kotler and Armstrong (2019: 179), consumers go through several important steps. First, there is the Need Recognition stage where consumers identify existing problems or needs. This involves the difference between the real and desired circumstances and triggers from within and the environment. Second, there is the Information Search stage where the interested consumer may seek more information about the solution. This can involve sources such as personal, commercial, public, and experiential. Third, the Alternative Evaluation stage where consumers evaluate existing product options to decide which one best suits their needs and wants. This mode of evaluation is influenced by individual and situational factors. Fourth, the Buying Decision stage where consumers make the final decision to buy the product they choose. Factors such as income, price, product benefits, as well as influence from others and unexpected situations can influence this decision. Fifth, there is Post-Purchase Behavior where consumers evaluate the satisfaction of the product that has been purchased. This satisfaction is related to the extent to which the product meets expectations. The marketer's response to consumer satisfaction or dissatisfaction will affect the product life cycle. Although these stages appear to be sequential, in some buying situations, this sequence is not always strictly followed. In more complex contexts, purchasing decisions can be influenced by a variety of factors, including the influence of the seller and the positive image of the store in the eyes of the consumer.

Consumer behavior is the way individuals, groups, and organizations choose, evaluate, and use goods or services to satisfy their needs and wants. According to Schiffman and Kanuk (2015: 616), consumer behavior involves the search, purchase, use, evaluation, and retirement of products or services that are expected to meet needs. Assauri (2017: 51) identifies three factors that influence consumer purchasing decisions. First, individual factors involve things within consumers such as needs, perceptions, attitudes, personality characteristics, lifestyle, and geographical conditions. Second, environmental factors are related to the influence of the surrounding environment, including social interaction and influence from friends or neighbors. Third, marketing strategy implementation factors involve marketers' efforts to influence consumers through marketing stimuli such as advertising, pricing, marketing strategies, and product distribution. In this context, types of purchasing decisions or forms of purchasing decisions act as alternatives or choices available to meet needs. Consumers use these forms when they want to buy products that suit their needs. Since products within a company come in many different types, shapes, and uniqueness, purchase decision types provide important options for consumers in choosing goods or services that suit their preferences. Alma (2021: 101) groups the factors that influence purchases into several main categories. First, there are social factors that involve the

Enhancing Purchase Decisions in UD. Mandiri Topore Building Store, Mamuju District: The Impact of Product Diversity and Brand Trust. Dandi Rivaldi, et.al

influence of social groups to which individuals belong, such as family, friends, neighbors, coworkers, and sports clubs. Second, cultural factors are important because each country or ethnic/tribal group has its own culture, habits, and customs that shape consumption patterns and preferences for goods. Third, personal factors include elements such as age, occupation, position, personal economic conditions, lifestyle, and personality that influence purchasing decisions. Finally, psychological factors include an individual's motivation to buy, such as whether their motivation follows Maslow's theory of motivation or other factors, as well as how the individual perceives things. By understanding and considering these factors, we can see how their interactions and influences play a role in individual purchasing decisions. Indicators of purchasing decisions according to Kotler and Armstrong (2019: 52) include several stages. First, problem recognition, where consumers feel the need for a product or service before deciding to buy. Second, information search, where consumers seek the information needed to ensure the product or service to be purchased matches their expectations. Third, evaluate alternatives, where consumers select and compare several product or service options before making a purchase. Finally, post-purchase behavior, where consumers consume the purchased product or service and feel satisfaction or dissatisfaction with the experience. By understanding these steps, we can understand how consumers decide and make purchasing decisions.

2. METHOD

This research focuses on UD Building Shop. Mandiri Topore, which is located on the Palu-Mamuju Axis road, Papalang District, Mamuju Regency, West Sulawesi Province. The types of data used are quantitative data and qualitative data. Quantitative data in the form of numbers or quantified qualitative data. Qualitative data is in the form of words, sentences, schemes, and images. Data sources consist of primary data obtained directly from data collection, such as observations, interviews, and distributing questionnaires to respondents. Secondary data sources include relevant written report documents from UD Building Shop. Mandiri Topore, Mamuju Regency. The population of this study were all consumers of the Adib Motor Kalukku Workshop in Mamuju Regency, whose numbers were unknown or unlimited. The research sample used an incidental sampling technique, namely taking samples from individuals who happened to meet the researcher and were considered suitable as data sources. The number of samples taken was 96 people. Data collection methods involved observations, interviews, and questionnaires. Qualitative data from the questionnaire was converted into quantitative data with a Likert category scale that has a value from 1 to 5. Data analysis was conducted using multiple linear regression with the help of the SPSS version 24.0 program. The analysis includes validity test and reliability test. The t test (partial) is used to determine the effect of each independent variable on the dependent variable. The coefficient of determination (R²) is used to measure the contribution of the independent variable to the dependent variable. The operational definitions of the variables include product diversity which includes indicators such as the perception of product price diversity, product quality diversity, product type diversity, and product appearance diversity. Brand trust involves indicators such as trustworthiness, reliability, honesty, and security. Purchasing decisions include problem recognition, information search, alternative evaluation, and post-purchase behavior.

3. RESULT AND DISCUSSION

The data analysis process in this study was carried out using IBM SPSS (Statistical Package for Social Science) software version 24. The following is an explanation of the results of data processing through multiple linear regression equations in this study:

Table 1 - Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	6,745	2,796	0,006
Product Diversity	0,128	2,100	0,038
Brand Trust	0,681	10,294	0,000
R Square Product Diversity		0,049	
R Square Brand Trust		0,542	

The partial test results listed in table 1 show that the regression coefficient value for the variable "product diversity" has a positive direction of 0.128. In addition, the tcount value of 2.100 also exceeds the ttable value of 1.986, which indicates a partial effect. Furthermore, the significance value of 0.038 is also smaller than the significance level of 0.05, which means that the effect is significant. Thus, the test results can be interpreted that product diversity has a positive and partially significant effect on

Enhancing Purchase Decisions in UD. Mandiri Topore Building Store, Mamuju District: The Impact of Product Diversity and Brand Trust. Dandi Rivaldi, et.al

purchasing decisions at UD Building Stores. Mandiri Topore, Mamuju Regency. This means that the more diverse the products offered by the store, the more it encourages consumer purchasing decisions. With these results, the first hypothesis in this study can be accepted. In this context, the test results show that the variable "product diversity" has an important contribution to purchasing decision making. Therefore, the store can consider continuing to expand and present a wide variety of products to consumers, as this can positively influence purchasing decisions and increase consumer interest in buying products from the store.

The partial test results listed in table 1 show that the regression coefficient value for the "brand trust" variable has a positive direction of 0.681. In addition, the tcount value of 10.294 is much greater than the ttable value of 1.986, which indicates a strong partial effect. More importantly, the significance value of 0.000 is much smaller than the significance level of 0.05, which indicates that the effect is highly significant. Thus, the test results can be interpreted that brand trust has a positive and very significant partial influence on purchasing decisions at UD Building Stores. Mandiri Topore, Mamuju Regency. This indicates that the level of consumer trust and confidence in the store brand greatly influences their decision to make a purchase. Consumers who have a high level of trust in the store brand tend to be more likely to buy products from that store. In this context, the test results show that the "brand trust" variable has a strong influence on purchasing decisions. Therefore, building and maintaining consumer trust in the brand is an important aspect for stores in an effort to increase sales and retain customers. Good brand management, consistency in product quality, and satisfactory customer service can help strengthen brand trust and positively influence consumer purchasing decisions.

From the test results of the coefficient of determination (R²) contained in table 1, it can be seen that the R² value for the "brand trust" variable is 54.2%, while the R² value for the "product diversity" variable is only 4.9%. This R² value indicates how much variation in the dependent variable (purchase decision) can be explained by the independent variables (brand trust and product diversity) in the regression model. The interpretation of this result is that "brand trust" has a more dominant influence on purchasing decisions at UD Building Stores. Mandiri Topore, Mamuju Regency. More than half of the variation in purchasing decisions (54.2%) can be explained by variations in consumers' level of trust and confidence in the store brand. In contrast, the effect of the "product diversity" variable on purchasing decisions is relatively lower, explaining only about 4.9% of the variation in purchasing decisions. These results provide support to the researcher's initial assumptions and answer the third hypothesis, where H₀ (there is no dominant influence between variables) is rejected, and H₃ (there is a dominant influence of brand trust) is accepted. This suggests that in the context of these building stores, the level of consumer trust and confidence in the brand (brand trust) has a greater impact on shaping purchasing decisions than the variety in product diversity offered.

4. CONCLUSION

In this study, the influence of the variables "product diversity" and "brand trust" on purchasing decisions at UD Building Stores was analyzed. Mandiri Topore, Mamuju Regency. The results of data testing using multiple linear regression analysis and statistical testing show several important findings. First, the partial test results show that both variables, namely "product diversity" and "brand trust," have a significant influence on individual purchasing decisions. The variable "product diversity" has a positive and significant influence on purchasing decisions, meaning that when consumers feel there is a wide selection of varied products, they are more likely to make purchases. Meanwhile, the variable "brand trust" also has a positive and significant influence on purchasing decisions, indicating that consumer trust and confidence in store brands is very influential in influencing purchasing decisions. Second, the results of testing the coefficients of determination (R²) show that "brand trust" has a greater dominant influence on purchasing decisions than "product diversity." The high R² value (54.2%) for "brand trust" indicates that this variable can explain more than half of the variation in purchase decisions. In contrast, "product variety" has a lower R² value (4.9%), signifying that this variable has less impact on the variation in purchase decisions. Thus, it can be concluded that in the context of UD. Mandiri Topore, Mamuju Regency, "brand trust" has a more dominant role in influencing consumer purchasing decisions. Although "product diversity" still has a significant influence, consumers tend to be more influenced by trust and confidence in store brands in making purchasing decisions. Therefore, stores need to maintain and strengthen the "brand trust" factor by providing services and products that can build consumer trust, while still offering a wide variety of products to meet various consumer preferences.

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