

**THE INFLUENCE OF MENU VARIATION, LOCATION, AND
E-PROMOTION ON PURCHASE DECISION****Dimas Awal Fandulu¹⁾, Heny Sidanti²⁾, Wiwin Juliyanti³⁾**^{1,2,3} Management, Faculty of Economics and Business, Universitas PGRI Madiun¹ email: dimasfandulu99@gmail.com² email: heny.sidanti@unipma.ac.id³ email: wiwin@unipma.ac.id.**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh Varian Menu, Lokasi, dan *E-Promotion* terhadap Keputusan Pembelian di Teko Play Caruban. Latar belakang penelitian ini dilandasi oleh pesatnya pertumbuhan industri *coffee shop* di Kabupaten Madiun, khususnya di Caruban, yang memicu persaingan antar pelaku usaha. Untuk dapat bersaing, pemilik usaha perlu mengoptimalkan strategi pemasaran, termasuk penyajian menu yang variatif, pemilihan lokasi strategis, dan promosi digital yang menarik. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei kepada 384 responden yang merupakan konsumen Teko Play Caruban. Teknik pengambilan sampel menggunakan *purposive sampling* dan penyebaran kuesioner dilakukan melalui Google Form. Analisis data dilakukan dengan regresi linier berganda menggunakan bantuan software SPSS versi 25. Hasil penelitian menunjukkan bahwa (1) Varian Menu berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) Lokasi berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) *E-Promotion* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) Varian Menu, Lokasi, dan *E-Promotion* secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian di Teko Play Caruban.

Kata kunci: Varian Menu, Lokasi, *E-Promotion*, Keputusan Pembelian.**Abstract**

This research aims to analyze the influence of Menu Variety, Location, and E-Promotion on Purchase Decisions at Teko Play Caruban. The background of this study is based on the rapid growth of the coffee shop industry in Madiun Regency, particularly in Caruban, which has intensified competition among business players. To remain competitive, business owners need to optimize marketing strategies, including offering a diverse menu, choosing a strategic location, and implementing engaging digital promotions. This study employs a quantitative approach using a survey method with 384 respondents who are consumers of Teko Play Caruban. The sampling technique applied is purposive sampling, and data collection was carried out through a Google Form questionnaire. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25. The results of the study indicate that (1) Menu Variety has a positive and significant effect on Purchase Decisions, (2) Location has a positive and significant effect on Purchase Decisions, (3) E-Promotion has a positive and significant effect on Purchase Decisions, and (4) Menu Variety, Location, and E-Promotion

simultaneously have a positive and significant effect on Purchase Decisions at Teko Play Caruban.

Keywords: *Menu Variety, Location, E-Promotion, Purchase Decisions.*

A. INTRODUCTION

The development of the café business in Indonesia shows very rapid growth, especially in major cities and developing regions like East Java. This phenomenon is not unrelated to the changing lifestyles of modern society, particularly the millennial generation, which is the main consumer segment in the coffee industry. Cafés today serve not only as places to enjoy coffee but also as multifunctional social spaces that offer unique experiences and a comfortable atmosphere for their visitors. This aligns with the opinion of Anggraeni et al. (2024), who state that cafés function as social spaces capable of meeting the interaction and relaxation needs of modern society.

In East Java, the growth of coffee shops in major cities like Surabaya, Malang, and Jember reached significant figures, approximately 16-18% per year. This growth is driven by increasing public interest in quality coffee and the comfortable and esthetic cafe atmosphere, which is a major attraction for consumers (Rasyid, 2024). In Malang, for example, cafes have become a favorite place for students to study, gather, and socialize, transforming cafes into multifunctional spaces that are more than just places to eat (Nindya, 2020). Meanwhile, in Jember, the cultural modernity of coffee consumption has shifted people's habits from simple coffee shops to more prestigious modern cafes, which has a positive impact on local economic development thru the creation of new job opportunities (Wulandari, 2024).

Madiun Regency, especially in the Caruban area, has also experienced significant transformation in the culinary business, particularly in the development of coffee shops. Teko Play Caruban is one of the prominent coffee shops with a unique concept, diverse menu options, affordable prices, and a comfortable atmosphere. Although Teko Play is located at Jl. Dr. Sutomo No. 49, which is relatively far from the city center, this actually provides a quiet and comfortable atmosphere for visitors who want to enjoy a relaxing time without the noise of the city. Ample and adequate parking facilities are also a distinct advantage, making it easier for visitors arriving in private vehicles. According to Kotler et al. (2017), a strategic and easily

accessible location is an important factor that can increase consumer visits and influence purchasing decisions.

Menu variety is a crucial aspect of attracting and retaining customers in the coffee shop industry. Teko Play Caruban offers various types of coffee drinks with diverse brewing techniques, ranging from Tubruk, Cold Brew, and Vietnam Drip to Filter V60, each producing a unique flavor and aroma profile. Additionally, the diverse food menu, including fried rice with various toppings, bungeoppang (Korean fish-shaped pastry), and light snacks like cireng salju and french fries, provides a wide range of options for consumers with different preferences. Anggraini (2025) emphasizes that a diverse menu variety not only meets consumer taste preferences but also enhances customer satisfaction and loyalty through engaging and innovative culinary experiences.

Beside menu variations and location, digital marketing strategies or e-promotion are important factors in increasing brand awareness and consumer purchasing interest, especially among young people who are very active on social media. Teko Play Caruban has utilized platforms like Instagram for digital promotion, but the effectiveness of this e-promotion still needs improvement. The content presented has not been able to attract and engage users optimally, so the impact of social media promotion has not been maximized in increasing awareness and sales. Qadafi et al. (2023) explain that effective e-promotion must be supported by relevant, informative, and interactive content in order to build strong relationships with consumers and drive purchasing decisions. Therefore, more targeted and creative e-promotion management is essential to maximize the potential of digital marketing. This research aims to analyze the influence of menu variations, location, and e-promotion on consumer purchasing decisions at Teko Play Caruban. By understanding the influence of each of these variables, business owners can optimize effective marketing strategies to increase the number of visitors and sales.

This research also aims to determine whether the three variables simultaneously have a significant influence on purchasing decisions. The research results are expected to provide a comprehensive overview of the key factors that must be considered in managing a coffee shop business to compete effectively in an increasingly competitive market. Theoretically, this

research is expected to contribute to the development of scientific knowledge in the field of marketing management, particularly in the context of the culinary business and coffee shops. This research can also serve as a reference for future researchers who wish to study similar topics with different objects and contexts. Practically, the findings of this research are expected to serve as a basis for strategic consideration for Teko Play Caruban and other coffee shop businesses in formulating more effective and data-driven marketing policies.

Theoretical Study

Menu Variations

According to Atsilah et al. (2023), menu variation is the collection of all menus and dishes provided by the seller to the buyer.

Location

According to Sari (2023), location is the place where a business is located or where business activities take place, where interaction between suppliers of goods or services and customers occurs, and where transactions and negotiations take place.

E-Promotion

According to Fitriasti et al. (2023), e-promotion is promotion conducted thru the internet to inform and communicate directly with consumers without the need for face-to-facinteraction.

Purchase Decision

According to Malik et al. (2025), purchase decision is one of the important phases in the consumer behavior process, where buyers consider several factors before purchasing a product.

Conceptual Framework

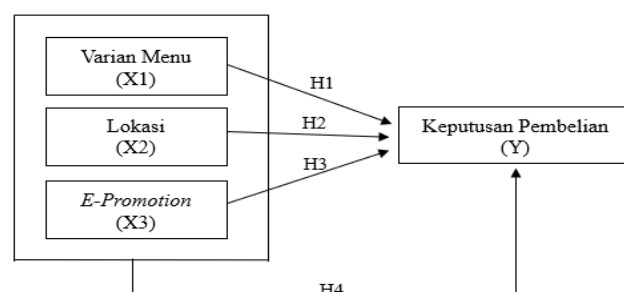


Figure 1. Conceptual Framework

Source: Modified: Arifiani et al. (2020), Sari et al. (2020), Rahma et al. (2023).

Hypothesis

Based on the theoretical and empirical studies presented above, the hypotheses in this research are as follows:

H1: It is hypothesized that Menu Variety influences purchasing decisions at Teko Play Caruban.

H2: It is hypothesized that Location influences purchasing decisions at Teko Play Caruban.

H3: It is hypothesized that E-Promotion influences purchasing decisions at Teko Play Caruban.

H4: It is hypothesized that Menu Variety, Location, and E-Promotion simultaneously influence purchasing decisions at Teko Play Caruban.

B. METHOD

This research uses a quantitative method. The approach used in this study is a quantitative approach. This research was conducted by targeting consumers who have visited Teko Play Caruban. The data used in this study includes primary data, while the data collection technique uses the questionnaire method. The sampling technique used in this study is purposive sampling. Because the population has a significant percentage with fluctuating numbers. The sample size used in this study was 384 respondents. The data analysis method used in this study is the Statistical Package for the Social Sciences (SPSS) IMB version 2.5 software.

C. RESULTS AND DISCUSSIONS

Normality Test

According to Ghozali (2018), one method used to determine if residual data is normally distributed is by using a Normal Probability Plot (P-P Plot) of standardized residuals.

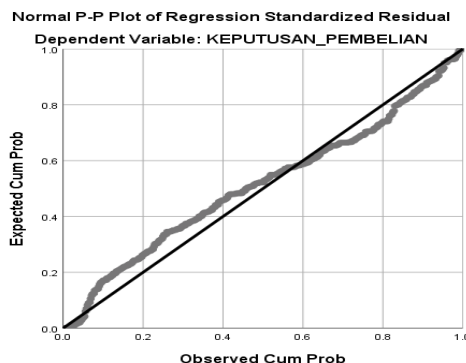


Figure 2. Results of the P-Plot Normality Test

Source: SPSS Output (Processed 2025)

Based on the results of the normality test using the Normal P-P Plot of Regression Standardized Residual, it can be seen that the residual points are scattered around the diagonal line, indicating a normal distribution.

Multiple Linear Analysis Test

Table 1. Results of the Multiple Linear Analysis Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	3.263	.576		5.664	.000		
VARIAN_MENU	.177	.050	.150	3.543	.000	.188	5.327
LOKASI	.247	.039	.328	6.282	.000	.123	8.161
E_PROMOTION	.459	.042	.488	10.880	.000	.167	6.005

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS Output (Processed 2025)

Based on the results of the multiple linear regression test, the following regression equation was obtained: Purchase Decision = 3.265 + 0.177 + 0.247 + 0.459. Interpretation of regression results: Menu Variety has a coefficient of 0.177 with a significance value of 0.000 (< 0.05), which means it has a positive and significant effect on Purchase Decision. Location has a coefficient of 0.247 with a significance value of 0.000 (< 0.05), indicating that Location also has a positive and significant effect on Purchase Decision. E-Promotion has the largest

coefficient, 0.459, and is significant at a value of 0.000 (< 0.05), indicating that promotion thru electronic or digital media has the strongest and most significant impact on increasing consumer purchase decisions.

Partial Test (T-test)

Table 2. Results of the Partial Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	3.263	.576		5.664	.000		
VARIAN_MENU	.177	.050	.150	3.543	.000	.188	5.327
LOKASI	.247	.039	.328	6.282	.000	.123	8.161
E_PROMOTION	.459	.042	.488	10.880	.000	.167	6.005

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS Output (Processed 2025)

Based on the data analysis results in the table above, the following conclusions can be drawn: The Menu Variety variable has a significance value of 0.000 and a calculated t-value of 3.543. Since the significance value is less than 0.05, it can be concluded that Menu Variety significantly influences Purchase Decisions. This means that the more diverse the menu options offered, the greater the likelihood of consumers making a purchase. The Location variable has a significance value of 0.000 and a calculated t-value of 6.282. Since the significance value is less than 0.05, it can be concluded that Location significantly influences Purchase Decisions. This means that the more strategic and comfortable the business location, the more it encourages consumers to decide to make a purchase. The E-Promotion variable has a significance value of 0.000 and a calculated t-value of 10.880. Since the significance value is less than 0.05, it can be concluded that E-Promotion significantly influences Purchase Decisions. This means that the more effective the promotion conducted thru digital media, the greater its influence in encouraging consumers to buy.

Based on the table above, it is known that the calculated F value is $868.222 >$ the critical F value of 2.395, with a significance level of $F = 0.000 < \alpha 0.005$. This indicates that simultaneously, the variables of menu variation, location, and e-promotion significantly influence purchasing decisions at Teko Play Caruban.

Test of Determination Coefficient

Table 4. Test of Determination Coefficient

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.934 ^a	.872	.871	1.692	1.787

a. Predictors: (Constant), E_PROMOTION, VARIAN_MENU, LOKASI

b. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS Output (Processed 2025)

The results of the coefficient of determination test show that the R-squared value is 0.872 or 87.2%. This coefficient of determination value indicates that the variables of Menu Variety, Location, and E-Promotion are able to explain the purchase decision variable by 87.2%, while the remaining 12.8% is influenced by other variables not examined in this study.

Discussion

The Influence of Menu Variations on Purchase Decisions at Teko Play Caruban.

This study proves that menu variations significantly influence purchase decisions at Teko Play Caruban. The test results show a calculated t-value of 3.531 $>$ a table t-value of 1.966 with a significance of 0.000 ($<$ 0.005), indicating a real effect. The diversity of flavors, aromas, and presentation styles from coffee brewed using various techniques to dishes like fried rice and Bungeoppang is the main attraction. The five factors that influence purchasing decisions are unique taste, appetizing aroma, attractive appearance, creative presentation techniques, and variety of choices. This finding supports the theory that rich sensory experiences increase purchase interest. It is recommended that Teko Play continue to innovate

in its menu and strengthen visual promotions on social media to attract a wider market, particularly young people.

The Influence of Location on Purchase Decisions at Teko Play Caruban.

This research indicates that location has a significant influence on purchase decisions at Teko Play Caruban, with statistical test results showing a calculated t-value of 6.270 > a table of 1.966 and a significance value of 0.000 (< 0.005). The cafe's location at Jalan Dr. Sutomo No. 49, Bangunsari, offers a peaceful and comfortable atmosphere, away from the crowds yet still easily accessible. Supporting facilities such as ample parking, smooth traffic conditions, and a safe and clean environment are important factors that drive consumer purchasing interest. Respondents rated the location of Teko Play as strategic, easy to find, and supportive of a positive visiting experience. This finding aligns with the store atmosphere theory, which emphasizes the importance of physical elements in shaping customer perceptions. Therefore, the owner of Teko Play is advised to maintain environmental comfort and strengthen digital promotion and directional signs to make the location more accessible to new customers.

The Influence of E-Promotion on Purchase Decisions at Teko Play Caruban.

This research indicates that e-promotion significantly influences purchase decisions at Teko Play Caruban, with a calculated t-value of 10.841 > t-table 1.966 and a significance value of 0.000 (< 0.005). Although Play Teapot has been actively promoting its products thru Instagram, its content and interaction strategy is still not optimal. The lack of diverse content and minimal use of interactive features resulted in low engagement. However, respondents found the digital promotion to be quite effective due to clear, relevant messaging and quick responses to comments. This finding confirms that digital presence needs to be supported by engaging, consistent, and interactive content in order to increase purchase interest. It is recommended that Play Teapot strengthen its digital marketing strategy thru engaging visual design, maximizing the use of Instagram features, and collaborating with local influencers to expand promotional reach and build customer loyalty.

The Influence of Menu Variants, Location, and E-Promotion on Purchase Decisions at Teko Play Caruban.

his research shows that menu variants, location, and e-promotion simultaneously have a significant effect on purchase decisions at Teko Play Caruban, with an F-test result of 868.222 > Ftable 2.395 and a significance of 0.000 (< 0.005). The diversity of drink and food menus creates an exciting taste experience for various consumer segments. The quiet, comfortable, and easily accessible location also contributes to the convenience of visiting. Meanwhile, e-promotion thru social media is already underway but still needs to be improved in terms of content and interactivity to be more effective in building awareness and driving purchase interest. This finding confirms that the combination of these three factors menu, location, and digital promotion is key to success in attracting and retaining customers.

D. CONCLUSIONS

The research results indicate that menu variety, location, and e-promotion have a positive and significant influence on consumer purchasing decisions at Teko Play Caruban. The more diverse and interesting the menu options offered, the greater the likelihood of consumers making a purchase. The strategic location, easy accessibility, and environmental comforts such as parking availability and a supportive atmosphere also contribute to purchasing decisions. In addition, promotion thru digital media such as social media has proven effective in attracting consumer attention, conveying information quickly, and building interest in products. Simultaneously, these three variables support each other and shape consumer decisions to buy. The combination of menu diversity, a comfortable location, and effective digital promotions is a key factor in increasing the appeal and purchase decisions at Teko Play Caruban.

E. SUGGESTIONS

For the management of Teko Play Caruban, it is recommended to regularly evaluate and develop menu variations, improve location access, and enhance digital promotion strategies. Adding new menu items periodically, such as seasonal menus or collaborations with local chefs, can keep customer interest high. Accessibility improvements, such as clear signage and adequate parking facilities, will enhance visitor comfort. On the promotion side, creative and interactive digital content and the use of paid social media advertising can help reach a more

relevant target market. For local governments, the results of this research can be used as a reference to support culinary MSMEs thru digital marketing training, business management, and product innovation. The government is also expected to facilitate collaboration between MSME actors and local communities to strengthen the creative economy ecosystem in the region. Meanwhile, for future researchers, it is recommended to add other variables such as price, service quality, and customer loyalty to make the research results more comprehensive. The use of qualitative or mixed methods can also be considered to delve deeper into consumer perceptions and experiences regarding the products and services offered.

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