



## **The Effect of Menu Diversity, Location and Price on Consumer Buying Interest at Cindy Kwala Begumit Rice Shop**

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### **ABSTRACT**

*This study aims to analyze the influence of menu diversity, location and price on consumer buying interest. The location of the research was carried out at the Cindy Kwala Begumit Rice Shop. The sample of this study is 100 respondents who are consumers of the Cindy Rice Shop. The method used is multiple linear regression analysis with processing assisted by SPSS Software v 25. The results of the study show that partially Menu Diversity (X1) has a significant positive influence on Consumer Buying Interest. Location (X2) has a significant positive influence on Consumer Buying Interest. Price (X3) has a significant positive influence on Consumer Buying Interest. Meanwhile, simultaneously Menu Diversity (X1), Location (X2) and Price (X3) have a significant positive influence on Consumer Buying Interest.*

**Keywords:** *Menu Diversity, Location, Price and Consumer Buying Interest*

### **INTRODUCTION**

In the era of globalization that is developing so rapidly, therefore the need for goods and services for the people of Indonesia is increasing. This can be seen from the increasing number of parties who take advantage of opportunities by opening a business, whether it is the same business or a different business from existing business people, of course it will affect human behavior who tend to want to get everything quickly in meeting their needs and desires in a satisfactory capacity, both in the fulfillment of information, technology and even the fulfillment of the availability of daily life needs, One of them is the fulfillment of food and beverage needs.

According to Durianto (2013), buying interest refers to the preferences of consumers when purchasing a certain product, including the quantity of units required at a specific time. Buying interest is a component of the behavioral aspect of consumer attitudes towards consuming. When interest increases, buyers are more likely to purchase the item without hesitation. Hence, when promoting the company's products, it is essential to not only generate consumer demand but also consider consumers' purchasing preferences. Interest is generated when a thing being presented is appropriate, appealing, and easily accessible. Acquiring interest is crucial for the sustainability of every organization, since it enables the company to maintain its achievements. Methods to generate purchasing interest include offering excellent

customer service, giving a diverse range of products, pricing items within the means of consumers, and selecting a strategic location.

In a highly competitive and ever-changing market, it is imperative for any company to constantly monitor and analyze the competitors within its business environment. Given the intensifying and aggressive competition, it is imperative for every company to efficiently allocate its economic resources to enhance the market competitiveness of its products. Additionally, companies must devise a range of effective marketing strategies and consistently and sustainably evolve these strategies. This is done in order to acquire a competitive edge over rival enterprises (Arifianto, 2005).

Contemporary society is distinguished by a significant amount of work engagement and the presence of equal chances for anyone with the necessary skills to participate in the workforce, without any kind of discrimination. These activities increasingly affect professional or career women who spend time away from home, making it challenging to fulfill traditional housewife duties, such as providing meals for the family. When families have enough financial resources, they often opt to dine outside by selecting a restaurant or café. This choice is motivated not only by the need for better-tasting food, but also by the availability of diverse menus and a pleasant ambiance.

Due to the progress of the Langkat region in North Sumatra, individuals have been increasingly occupied with their engagements, leaving them with limited time to cook meals at home. Consequently, there is a growing inclination towards consuming pre-prepared cuisine. Establishing a restaurant can be an intriguing venture due to its promising nature. Given that people need to eat daily, the restaurant industry is expected to flourish rapidly, as evidenced by the increasing number of restaurants in both urban and rural areas. From an expansive and comprehensive restaurant offering a wide array of food and beverage menus that are available throughout the establishment.

The restaurant industry is highly competitive. In order to thrive and progress, restaurant managers must possess the ability to establish a competitive edge for their products and services, with the aim of satisfying customers (Bernadine, 2005). In the absence of meeting these objectives, the viability of this firm will be compromised. Only eateries with strong competitiveness will be able to survive and prosper in this situation.

A restaurant is a commercial establishment that offers food and beverages to its customers in a building (Marsum, 1999). Restaurants are a type of hybrid retail establishment that offers both items and services to clients (Griselda & Panjaitan, 2007).

According to Raharjani (2005), buyers are more likely to select locations that provide a wide range of high-quality products, encompassing a diverse assortment given by vendors. The corporation undertakes these actions to stimulate consumer purchasing and drive sales growth. Furthermore, the presence of numerous enterprises results in a diverse range of comparable products. To secure victory in the competition, restaurants should strive to understand the preferences and demands of consumers, thereby influencing their purchasing decisions.

When it comes to savoring food or meals, each individual has a unique approach to consuming it. This can be accomplished by selecting an exquisite restaurant that offers opulent service, with the expectation that the patron would experience contentment despite the significant financial investment required at such a fine establishment. In addition, there are those who are inclined to select conventional eateries, however nonetheless derive joy from the flavors of the cuisine they consume. Certain consumers believe that rather than consuming extravagant and costly cuisine that lacks sufficient flavor, it is preferable to go for a modest restaurant that offers a delectable menu tailored to their preferences.

Purnamasari (2015) stated that pricing is a determining factor for customers when making purchasing decisions. Put simply, the price plays a significant role in directly impacting consumer happiness. Previously associated with the upper class, steak is now accessible and enjoyable for people of all social classes. Featuring budget-friendly prices, intriguing culinary options, and delectable flavors, this establishment promises to delight the palate. This is the key factor that will enable this firm to expand.

Price frequently serves as the determining factor in a business transaction. The price formation is the result of the bargaining process between sellers and purchasers, representing an opportunity for both parties. As per Hasan (2014), pricing refers to the many monetary expenses that consumers give up in order to obtain, possess, and utilize different combinations of products and services from a commodity. Price is an inherent component of the marketing mix for any product that will be available in the market. The price of a product significantly impacts a company's profits from its sales. Additionally, the price can also influence customers' decision-making process when considering whether or not to purchase a product. Price can be defined as the exchange rate at which a good or service can be equated with money or other goods, in order to obtain benefits for a person or group at a specific moment and location (Sudaryono, 2016).

Cindy's rice shop is situated in Kwala Begunit, within the Langkat Regency of the Binjai District in North Sumatra. The store has been in operation since 2010. Over the previous few years, the shop's sales turnover has declined, necessitating the shop owner to make a decision to downsize the workforce. Based on the above background, the author wants to conduct research to find out and analyze the research with the theme "The Influence of Menu Diversity, Location and Price on Consumer Buying Interest at Cindy Kwala Begunit Rice Shop".

## **LITERATURE REVIEW**

### **1. Definition of Buying Interest**

Buying interest, as defined by Kotler and Keller (2016), refers to the likelihood of customers purchasing a certain brand or service, as well as the likelihood of customers switching from one brand to another. According to Nurliati and Mardian (2021), when the advantages outweigh the effort required, the motivation to make a purchase will be stronger. As per Kotler and Armstrong (2018), buying interest refers to the actions of customers who possess a desire to select or purchase a product, influenced by their prior experiences in selecting, utilizing, and consuming the said goods. Consumers may make purchasing decisions based on five subdecisions: brand, supplier, quantity, timing, and payment method. (Muharam, Widaningsih, Mustikasari, 2021).

### **2. Definition of Menu Diversity**

Every consumer's appetite is different. If a restaurant offers a variety of menus, it will be easier for a restaurant to attract consumers, because the more options a restaurant offers, the easier it is for consumers to choose the menu according to their wishes. The menu is a list of food and drinks that guests can choose from. According to Kotler, product diversity is a whole set of products that sellers offer to buyers. So, the diversity of the menu is the number of menus offered. According to Engles, menu diversity is a complete product referring to the availability of types of products to be consumed, used by consumers and produced by producers. A diverse menu refers to the breadth, depth, availability of the menu at the time of purchase and the quality of the products offered (Mubayyanah et al., 2021).

### **3. Definition of Location**

As per Tjiptono (2016), location in marketing encompasses a range of operations aimed at facilitating the efficient transportation or distribution of goods and services from producers to consumers. As per Kotler & Armstrong (2014), location refers to the physical space where business operations take place, namely the many activities undertaken by a company to ensure that its products are accessible and inexpensive to the target market. According to Tengku (2020), placement or position is a crucial aspect. Based on the insights provided by multiple specialists, the researcher reached the conclusion that the distribution channel is a consortium of firms collaborating to market and sell products or services to consumers for their use or consumption.

#### **4. Pricing Definition**

As per Kotler and Armstrong (2014), price refers to the monetary expenditure made on a product or service, or the value that consumers give up in order to obtain the benefits, ownership, and utilization of a product or service. As per Kotler and Armstrong (2018), price refers to the monetary value that is required to be paid in order to obtain a thing. Price is a crucial factor that directly impacts a company's profitability. The predetermined price level directly impacts the quality of the product being offered. Furthermore, price indirectly impacts costs that are associated with production efficiency.

### **RESEARCH METHODS**

#### **Research Approach**

Quantitative descriptive research methods were employed in this investigation. Quantitative research is defined as a positivist-based research method that collects data from a specific population or sample using research instruments and then analyses that data in a quantitative or statistical way to test predetermined hypotheses (Sugiyono, 2019).

#### **Population and Sample**

The research population is defined as "things or subjects having particular attributes that the researcher has decided to study in order to draw conclusions" (Sugiyono, 2016). Research objects' features or units of measurement make up the population, according to Ridwan with (Alma, 2016). In light of the foregoing, it is reasonable to define the population as an item or subject located in a specific area that satisfies specific criteria pertaining to research issues. One hundred customers who have purchased from Kedai Nasi Cindy are the subjects of this research.

According to Alma (2016), Ridwan will analyze a subset of the population known as a sample because of the specific traits or circumstances it possesses. This research made use of a purposive sampling strategy for its data collection. According to Sugiyono (2016), a method for selecting samples that takes specific factors into account is known as purposeful sampling. Quantitative research, or studies that do not generalize, is a good fit for this particular purposive sampling strategy (Sugiyono, 2016). One way to determine saturated samples is through total sampling, which involves using all members of the population as samples (Sugiyono, 2016). One hundred participants, representing the total population, made up the sample for this study.

#### **Data Analysis Techniques**

##### **1. Multiple Linear Regression Analysis**

Testing the hypothesis in this study uses the multiple linear regression analysis method. This analysis test was used to find out how independent variables, namely menu diversity,

location and price, affected the dependent variable, namely buying interest. The regression equation used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Information:

Y = Buying Interest

$\alpha$  = Constant

$\beta_1$  = Menu Diversity regression coefficient

$\beta_2$  = Location regression coefficient

$\beta_3$  = Price regression coefficient

X1 = Menu Diversity

X2 = Location

X3 = Price

$\varepsilon$  = Error Term

## 2. Classical Assumption Test

This study uses primary data, namely field studies and literature obtained directly from the research object, namely the consumer of Kedai Nasi Cindy, so to determine the accuracy of the model, it is necessary to use testing on several classical assumptions that underlie the regression model. The classical assumption test tests used in this study include normality tests, multicollinearity tests and heteroscedasticity tests.

## 3. Hypothesis Test

This hypothesis test was carried out to determine the influence between independent variables on dependent variables, either the regression coefficient test together (Test-F) or the regression coefficient test individually (Test-t). Next, a determination coefficient test (R<sup>2</sup> Test) will be carried out to determine the accuracy of the estimate in the regression analysis.

## RESEARCH RESULTS AND DISCUSSIONS

### Research Results

#### 1. Data Description

The description of the data presented from the results of this study aims to provide a general overview of the distribution of data obtained in the field. The data presented is in the form of raw data processed using multiple linear regression analysis techniques. Based on the title and formulation of the research problem, this study consists of 3 (three) independent variables and one bound variable, namely Menu Diversity (X1), Location (X2), Price (X3) and Consumer Buying Interest (Y). The sample taken for the study is using the Slovin formula which in the calculation is 100 consumers of Kedai Nasi Cindy which will be used to test the hypothesis in this study, namely the description of the characteristics of the respondents. The characteristics of the respondents observed in this study include gender, age, and visits. A description of the characteristics of the respondents is presented, as follows:

##### a. Characteristics by Gender

The description of respondent characteristics by gender is presented in the following table:

Table 1. Respondent Characteristics by Gender

**Jenis\_Kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Man	53	53.0	53.0	53.0
Woman	47	47.0	47.0	100.0
Total	100	100.0	100.0	

Source: SPSS Processed Products v 25, 2024

Based on Table 1, the above shows that 53 respondents (53.0%) were male and 47 respondents (47.0%) were female. So it can be concluded that the majority of respondents have a male gender.

### b. Characteristics Based on Age

A description of the characteristics of respondents by age can be presented in the following table:

Table 2. Characteristics of Respondents by Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-30 years old		12	12.0	12.0	12.0
31-40 years old		33	33.0	33.0	45.0
>40 years		55	55.0	55.0	100.0
Total		100	100.0	100.0	

Source: SPSS Processed Products v 25, 2024

Based on the results of the respondents' answers, there were 12 respondents (12.0%) aged 20-30 years, 33 respondents (33.0%) aged 31-40 years and 55 respondents (55.0%) aged >40 years. So it can be concluded that the majority of respondents are >40 years old.

### c. Characteristics Based on Visits

A description of consumer characteristics based on visits can be presented in the following table:

Table 3. Characteristics of Respondents Based on Visits

	Visit	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 time		27	27.0	27.0	27.0

>1 time	73	73.0	73.0	100.0
Total	100	100.0	100.0	

Source: SPSS Processed Products v 25, 2024

Based on the results of the respondents' answers, there were 27 respondents (27.0%) who visited for 1 year and as many as 73 respondents (73.0%) who visited >1 time. So it can be concluded that the majority of respondents have visited more than 1 time.

## 2. Multiple Linear Regression Analysis

Multiple linear regression analysis was used in this study with the aim of finding out whether or not there was an influence of independent variables on bound variables. The statistical calculation in the multiple linear regression analysis used in this study is using the help of the SPSS v. 25 program. A summary of the results of data processing can be seen in the following table:

Table 4. Multiple Linear Regression Analysis Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.691	3.802		1.971	.034
	Menu Diversity	.389	.140	.258	2.352	.010
	Location	.497	.165	.352	3.015	.003
	Price	.209	.154	.164	1.707	.041

a. Dependent Variable: Consumer Buying Interest

Source: SPSS Processed Products v 25, 2024

Based on Table 4, above, we can conclude on the equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 3.691 + 0.389 + 0.497 + 0.209$$

- A value (constant) of 3.691 is a constant or state when the variable Consumer Buying Interest (Y) is affected by the variables Menu Diversity (X1), Location (X2) and Price (X3). If the independent variable remains fixed, the Consumer Buying Interest (Y) variable does not change.
- The value of the regression coefficient of Menu Diversity (X1) is 0.389 which shows that the Menu Diversity variable (X1) has a positive influence on Consumer Buying Interest (Y) which means that every increase in the unit of Menu Diversity variable (X1) will affect Consumer Buying Interest (Y) by 0.389 assuming that other variables are not studied in this study.
- The value of the Location regression coefficient (X2) is 0.497 which shows that the Location variable (X2) has a positive influence on Consumer Buying Interest (Y) which means that every increase in the unit of the Location variable (X2) will affect the Consumer Buying Interest (Y) by 0.497 assuming that other variables are not studied in this study.

- d. The value of the Price regression coefficient (X3) is 0.209 which shows that the Price variable (X3) has a positive influence on Consumer Buying Interest (Y) which means that every increase in the unit of the Price variable (X3) will affect Consumer Buying Interest (Y) by 0.209 assuming that other variables are not studied in this study.

### 3. Classic Assumption Testing

#### a. Normality Test

To determine if the values that remain after running the regression model follow a normal distribution, one can apply the residual normality test. The data distribution was tested for normalcy using the Kolmogorov-Smirnov test in this study. By examining the residual significant value, this can be detected. Here is a table displaying the results of the residual normalcy test:

Table 5. Residual Normality Test Results  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Predicted Value
N		100
Normal Parameters <sup>a,b</sup>	Mean	18.3400000
	Std. Deviation	2.24700002
Most Extreme Differences	Absolute	.100
	Positive	.062
	Negative	-.100
Test Statistic		.100
Asymp. Sig. (2-tailed)		.061 <sup>c</sup>

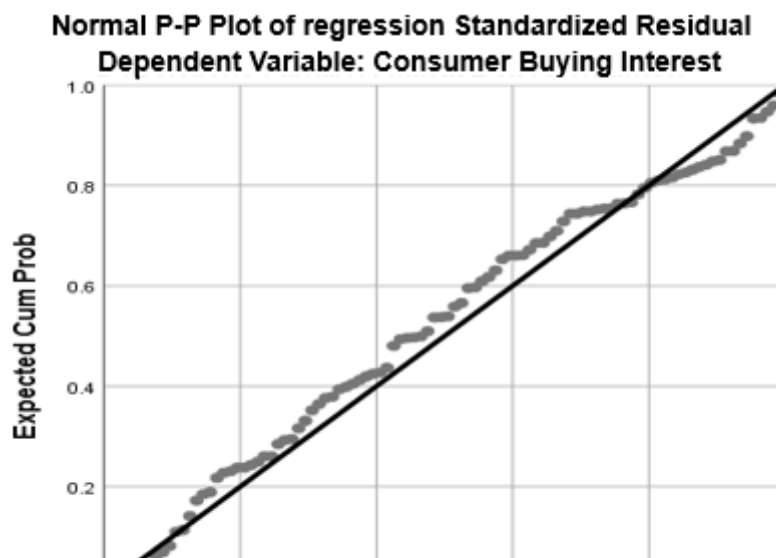
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS Processed Products v 25, 2024

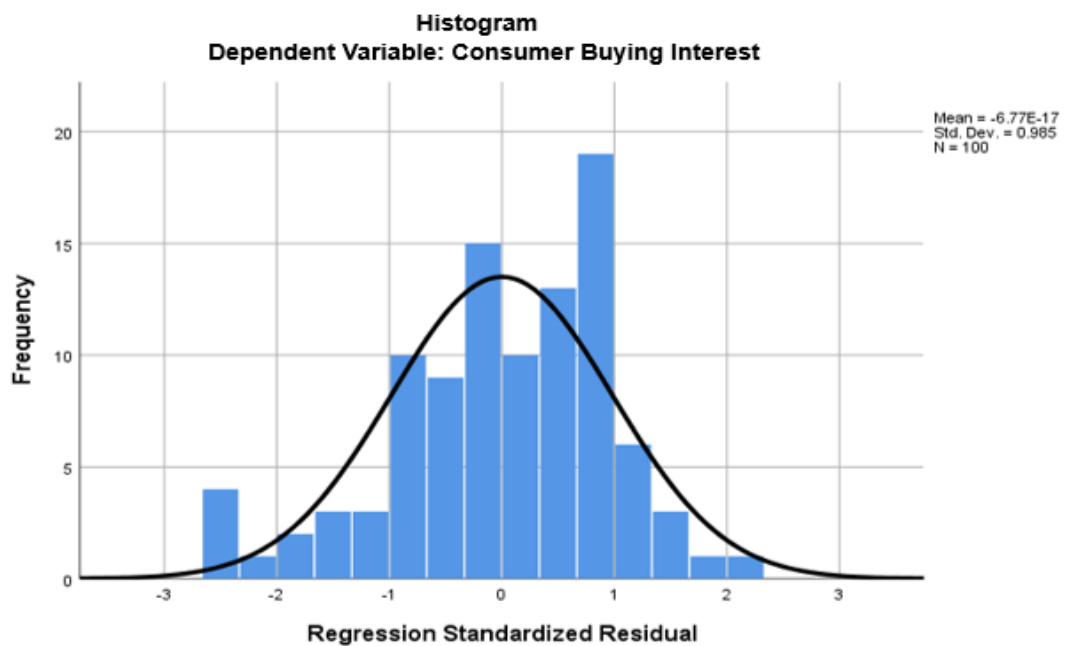
The significance value (Sig 2-tailed) in the Kolmogorov-Smirnov table is 0.061, which indicates that it is greater than or equal to 0.05, according to Table 5, which displays the results of the residual normality test. This study's residual values follow a normal distribution. Normal probability plots and histograms compare the data's actual cumulative distribution to a normal cumulative distribution, which is the next normality test. You may view the test results here:





Picture 1. P-Plot Normal Normality Test Results  
Source: SPSS Processed Products v 25, 2024

If the data distribution is close to the diagonal and not too dispersed, as shown in Figure 1, then the test can proceed to the next stage because the assumption of normalcy is satisfied.



Picture 2. Histogram Normality Test  
Source: SPSS Processed Products v 25, 2024

The assumption of normality in this study can be satisfied because, as shown in Figure 2, the shape of the histogram resembles a bell, indicating normal or near-normal distributed data.

**b. Multicollinearity Test**

To check if the regression model discovered a strong correlation between the independent variables, the multicollinearity test was employed. A high degree of correlation between independent variables is not indicative of a strong regression model. If the tolerance is greater than 0.1 and the variance inflation factor (VIF) is less than 10, the regression model is considered to be free from multicollinearity, according to the generally used test technique. Here is a table displaying the results of the residual normalcy test:

Table 6. Multicollinearity Test Results

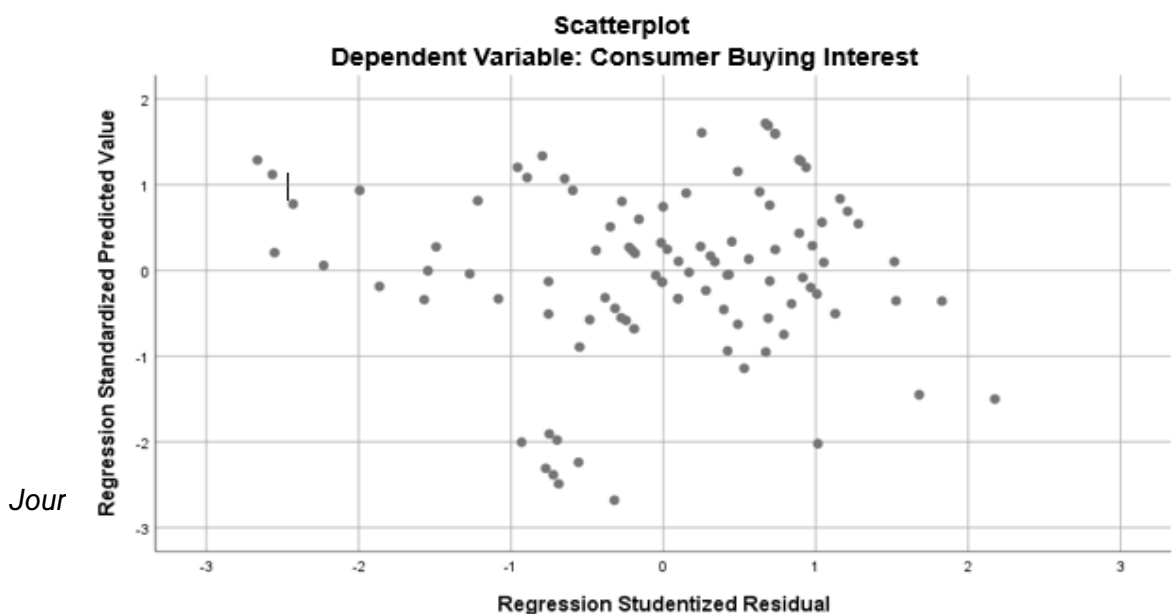
Coefficients <sup>a</sup>		Collinearity Statistics	
		Tolerance	VIF
1	Menu Diversity	.595	1.680
	Location	.594	1.685
	Price	.996	1.004

a. Dependent Variable: Consumer Buying Interest  
 Source: SPSS Processed Products v 25, 2024

Based on Table 6, it can be seen that the VIF value of <10 and the *Tolerance value* of >0.1 for the three variables can be concluded that the regression model does not have a multicollinearity problem.

**c. Heteroscedasticity Test**

The heteroscedasticity test aims to test whether the regression model has variance inequality from one residual observation to another (Ghozali, 2018). For this observation, the existence of heteroscedasticity can be known using the *Scatterplots test*. There is no heteroscedasticity, if there is no clear pattern (wavy, widening and narrowing) in the scatterplots drawing, as well as the dots spreading above and below the number 0 on the Y axis.



Picture 3. Heteroscedasticity Test  
 Source: SPSS Processed Products v 25, 2024

Based on the scatterplot image, the image has an unclear pattern, as well as the point spreading above and below the number 0 on the Y axis. So that the regression model is feasible to predict Consumer Buying Interest (Y) based on the variables Menu Diversity (X1), Location (X2) and Price (X3).

#### 4. Hypothesis Test

##### a. Test T (partial)

The T test was carried out to test the research hypothesis partially regarding the influence of each independent variable on the dependent variable. Test criteria with significant level ( $\alpha$ ) = 0.05. The test was carried out to describe the level of influence between the independent variables, namely the Menu Diversity (X1), Location (X2) and Price (X3) variables on the dependent variable, namely the Consumer Buying Interest (Y) variable partially or individually. To test t, it was carried out with the degree of freedom  $df = n - 2 = 100 - 2 = 98$ , so that a table of 1,660 was obtained. The following table calculation results can be seen in the following table:

Table 7. Test Result T (partial)

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.691	3.802		1.971	.034
	Menu Diversity	.389	.140	.258	2.352	.010
	Location	.497	.165	.352	3.015	.003
	Price	.209	.154	.164	1.707	.041

a. Dependent Variable: Consumer Buying Interest

Source: SPSS Processed Products v 25, 2024

Based on the results of the calculation of the T test above, it can be concluded that the value of Menu Diversity (X1) has a tcount value of 2.352 and a sig value of 0.010 where the tcount value of  $>t_{table}$  ( $2.352 > 1.660$ ) and the sig value  $<0.05$  ( $0.010 < 0.05$ ), then this result shows that Menu Diversity (X1) has a significant positive influence on

Consumer Buying Interest at the Cindy Kwala Begumit Rice Shop which can be interpreted as a hypothesis that can be accepted.

The location value (X2) has a tcal value of 3.015 and a sig value of 0.003 where the tcal value of >ttable (3.015 >1.660) and the sig value <0.05 (0.003 <0.05), so this result shows that the Location (X2) has a significant positive influence on Consumer Buying Interest in the Cindy Kwala Begumit Rice Shop which can be interpreted as a hypothesis that can be accepted.

The Price Value (X3) has a tcal value of 1.707 and a sig value of 0.041 where the tcal value of >ttable (1,707 >1,660) and the sig value <0.05 (0.041 <0.05), so this result shows that the Price (X3) has a significant positive influence on Consumer Buying Interest at the Cindy Kwala Begumit Rice Shop which can be interpreted as a hypothesis that can be accepted.

**b. Test F (Simultaneous)**

The F-statistical test is the accuracy of the sample regression function in estimating the actual value. For a significant value of  $F < 0.05$ , it means that the regression model can be used to predict independent variables. The statistical F-test also shows whether all independent variables in the model have a common effect on the dependent variable. According to (Ghozali, 2018), if the F value is calculated >ttable, the F formula of the table is  $Df \text{ (sideways)} = k - 1 = (\text{the total number of variables X and Y} - 1)$  and  $Df \text{ 2 (down)} = N - k$  (number of populations/respondents – the total number of variables X and Y) or the value of Sig. <0.05, then it means that the independent variable (X) simultaneously affects the dependent variable (Y). The results of the F test can be seen in the following table:.

Table 8. Test Result F (Simultaneous)

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	499.852	3	166.617	9.096	.000b
	Residual	1758.588	96	18.319		
	Total	2258.440	99			

a. Dependent Variable: Consumer Buying Interest

b. Predictors: (Constant), Price, Menu Diversity, Location

Source: SPSS Processed Products v 25, 2024

Based on the table above, the value of  $F_{cal} 9,096 > F_{table} 3,090$  or the sig value of  $0,000 < 0.05$  can be obtained which means that each independent variable together (simultaneous) has a significant effect on the dependent variable (Y). In conclusion, this means that Menu Diversity (X1), Location (X2) and Price (X3) have a significant positive influence on Consumer Buying Interest at Cindy Kwala Begumit Rice Shop which can be interpreted as an acceptable hypothesis.

**c. Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) essentially measures how far the model is able to explain the variation of dependent variables. The value of the determination coefficient is between zero and one. The value of the determination coefficient can be seen in the table below:

Table 9. Determination Coefficient Test Results (R<sup>2</sup>)

<b>Model Summary<sup>b</sup></b>				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.470a	.421	.397	4.28003

a. Predictors: (Constant), Price, Menu Diversity, Location

b. Dependent Variable: Consumer Buying Interest

Source: SPSS Processed Products v 25, 2024

Based on Table 9, it can be seen that the magnitude of the correlation value is 0.470. The magnitude of the determination coefficient (R Square) is 0.421, meaning 42.1%. In this case, Buying Interest can be explained by Menu Diversity (X1), Location (X2) and Price (X3) with a value of 42.1% while 57.9% is explained by other variables that are not studied in this study.

**Discussion**

**1. The Effect of Menu Diversity on Consumer Buying Interest**

The results of the study show that the results of the calculation of the T test above can be concluded that the value of Menu Diversity (X1) has a tcount value of 2.352 and a sig value of 0.010 where the tcount value of >ttable (2>1.660) and the sig value <0.05 (0.010 <0.05), then this result shows that Menu Diversity (X1) has a significant positive influence on Consumer Buying Interest at Cindy Kwala Begumit Rice Shop. This means that the more variety of menus offered, the higher the interest of consumers to buy at the store. Consumers have more menu options according to their tastes and needs. Menu diversity can attract consumers to try new menus and increase their curiosity. Consumers hope that rice shops that have a variety of menus can meet the needs of different consumers, such as vegetarians, spicy lovers, or seafood lovers.

**2. The Influence of Location on Consumer Buying Interest**

The results of the study show that the location value (X2) has a t-count value of 3.015 and a sig value of 0.003 where the tcount value of >ttable (3.015 >1.660) and the sig value <0.05 (0.003 <0.05), so this result shows that the location (X2) has a significant positive influence on Consumer Buying Interest at the Cindy Kwala Begumit Rice Shop. This means that the more accessible the location, the higher the consumer interest in buying at the store. The strategic and easy-to-reach location makes it easier for consumers to visit rice shops. Strategic locations increase the visibility of rice shops and make them easier to see by potential consumers and locations that are easily accessible by various modes of public or private transportation make it easier for consumers to reach them.

**3. The Effect of Price on Consumer Buying Interest**

The results of the study show that the price value (X3) has a tcount value of 1.707 and a sig value of 0.041 where the  $t_{count}$  value  $>t_{table}$  ( $1,707 > 1,660$ ) and the sig value  $<0.05$  ( $0,041 < 0,05$ ), so this result shows that the price (X3) has a significant positive influence on Consumer Buying Interest at the Cindy Kwala Begumit Rice Shop. This means that the more affordable the price of the food, the higher the consumer interest in buying at the store. Competitive prices compared to other rice shops around can attract consumers to buy. Consumers feel that they are getting value for what they are paying and affordable prices can increase consumer purchasing power, especially for those who are on a budget.

#### **4. The Effect of Menu Diversity, Location and Price on Consumer Buying Interest**

The results of the study showed a value of  $F_{cal} 9,096 > F_{table} 3,090$  or a sig value of  $0.000 < 0.05$  which means that it can be concluded that each independent variable, namely Menu Diversity (X1), Location (X2) and Price (X3) together (simultaneously) has a significant effect on the dependent variable of Consumer Buying Interest (Y) at Cindy Kwala Begumit Rice Shop. This shows that these three variables strengthen each other in increasing consumer buying interest. Rice shops with a wide variety of menus and strategic locations will attract more consumers because they offer more choices and ease of access. Affordable prices for diverse menus will make consumers feel like they are getting better value and increase their interest in buying. The strategic location and affordable price will be an attractive combination for consumers, encouraging them to visit and buy at the rice shop.

### **CONCLUSION**

The three variables, namely Menu Diversity, Location, and Price, have an important role in influencing consumers' Buying Interest at Cindy Kwala Begumit Rice Shop. Therefore, it is important for rice shop managers to pay attention to and manage these three variables well in order to increase consumer buying interest and achieve business success.

### **SUGGESTION**

The research shows that Menu Diversity (X1), Location (X2), and Price (X3) have a significant positive influence on Consumer Buying Interest (Y) at Cindy Kwala Begumit Rice Shop. The advice given is as follows:

1. Increase menu variety by offering new, seasonal or on-trend dishes, as well as providing special menus for specific consumer groups.
2. Strengthen location advantages by increasing the visibility of rice shops, utilizing social media for promotions, offering delivery services, and collaborating with online delivery services.
3. Implement a competitive pricing strategy by analyzing competitor prices, offering promos and discounts on a regular basis, using a pricing plan system, and considering loyalty programs.

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