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

1. INTRODUCTION

In the rapidly rising era of globalization, the demand for goods and services among the people of Indonesia is increasing. This trend is evident in the growing number of individuals who seize opportunities by establishing new businesses, either in the same industry or in different sectors. This phenomenon undoubtedly influences human behavior, as people are inclined to seek instant gratification in meeting their various needs and desires. This includes the rapid fulfillment of information, technological advancements, and even the availability of daily necessities. One such example is the fulfillment of food and beverage requirements.

As stated by Durianto (2013), buying interest refers to the preferences of consumers when purchasing a specific product, including the quantity of units required at a particular 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 crucial to not only generate consumer demand but also consider consumers' purchasing preferences. Interest is generated when a product is deemed appropriate, appealing, and easily accessible. Acquiring interest is an essential requirement for every firm to ensure its ongoing success and achievement. Methods to generate purchasing interest include delivering exceptional customer service, offering a diverse range of products, pricing items in line with consumer affordability, and selecting a strategic location.

In a highly competitive and rapidly changing industry, it is imperative for any organization to continuously monitor and analyze the competitive landscape in which it operates. Given the intensifying and aggressive competition, it is imperative for every company to efficiently allocate its economic resources to enhance the competitiveness of its products in the market. Additionally, companies must devise a set of effective marketing strategies and consistently and sustainably refine these strategies. This is done in order to obtain a competitive edge over other enterprises (Arifianto, 2005).

Contemporary society is defined 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 are becoming increasingly occupied with their daily tasks, leaving them with limited time to cook their own meals at home. Consequently, there is a growing preference for convenient, pre-prepared food options. Establishing a restaurant can be an intriguing venture due to its promising nature. Given that people have a daily need for food, the restaurant industry is expected to thrive. This is evident from the increasing number of restaurants in both urban and rural areas. From an expansive and comprehensive restaurant offering a diverse array of food and beverage menus that are widely available.

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. Under these circumstances, only restaurants with strong competition will be capable of enduring and prospering. A restaurant is a commercially operated establishment that offers excellent service to its patrons, encompassing both food and beverages within its premises (Marsum, 1999). Restaurants are hybrid retail establishments that offer both items and services to consumers (Griselda & Panjaitan, 2007).

Raharjani (2005) found that consumers are more likely to select locations that provide a wide range of high-quality products, encompassing a diverse assortment of commodities. The corporation undertakes these actions to stimulate consumer purchasing and boost sales. Furthermore, the presence of numerous enterprises results in a diverse range of comparable products. To secure victory in the competition, restaurants must 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 substantial financial investment required at such a fine establishment. In addition, there are individuals who are inclined to select conventional dining establishments, nevertheless derive gratification from the delectable 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 price plays a significant role in customers' purchasing decisions. Put simply, the price plays a crucial role in directly impacting consumer happiness.

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Previously associated with the upper class, steak is now accessible and enjoyable for many social classes. Featuring budget-friendly prices, enticing culinary creations, and delectable flavors, this establishment promises to delight the taste buds of its patrons. This is the key factor that will enable this firm to expand.

In a business setting, the price of a product or service frequently serves as the primary factor influencing a purchasing decision. The price formation is a result of the bargaining process between sellers and purchasers, presenting 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 essential component of the marketing mix that is consistently present in any product being provided in the market. Price exerts a significant impact on the company's earnings from product sales, and it also plays a role in influencing customers' decision 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 place (Sudaryono, 2016).

Cindy's rice business is situated in Kwala Begumit, within the Langkat Regency, specifically in the Binjai District of 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 the difficult decision of downsizing the workforce. Given the information provided, the author intends to undertake a research study to investigate and assess the impact of menu diversity, location, and price on consumer purchasing interest at Cindy Kwala Begumit Rice Shop.

2. LITERATURE REVIEW

2.1. Definition of Buying Interest

As per Kotler and Keller (2016), buying interest refers to the likelihood of customers purchasing a certain brand or service, or 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 increases. As per Kotler & Armstrong (2018), buying interest refers to the consumer behavior where individuals prefer to select or purchase a product based on their prior experience in choosing, utilizing, and consuming the said product. Consumers may make purchasing decisions based on five subdecisions: brand, supplier, quantity, timing, and payment method (Muharam, Widaningsih, Mustikasari, 2021).

2.2. 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).

2.3. Definition of Location

Location, as stated by Tjiptono (2016), encompasses a wide range of marketing initiatives aimed at streamlining the distribution of goods and services from suppliers to end users. Location is defined as "the place where business activities take place," including all the steps

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taken by a corporation to ensure that their produced or sold goods are accessible and cheap to the target market (Kotler & Armstrong, 2014). Placement, however, is crucial (Tengku, 2020). Based on the insights of various specialists, the researcher has determined that the distribution channel is a network of companies that collaborate to sell goods and services to end users.

2.4. Pricing Definition

As to the research conducted by Kotler and Armstrong (2014), the term "price" refers to the monetary worth that customers assign to a product or service in return for its advantages, ownership, and utilization. The amount of money needed to acquire a product's price is known as its price (Kotler & Armstrong, 2018). One factor that influences a business's bottom line is price. How well a product sells is impacted by the price point. Furthermore, prices impact production efficiency-related expenses indirectly.

3. RESEARCH METHODS

3.1. Research Approach

Quantitative descriptive research methods were employed in this investigation. Sugiyono (2019) states that quantitative research is a positivist-based research method that collects data from a specific population or sample, analyses it quantitatively and statistically, and then uses the results to test predetermined hypotheses..

3.2. 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 were used as a representative sample for this study..

3.3. 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
α = Constant
β_1 = Menu Diversity regression coefficient

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β2 = Location regression coefficient
β3 = Price regression coefficient
X1 = Menu Diversity
X2 = Location
X3 = Price
ε = Error Term

3.4. 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.

3.5. 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 (R2 Test) will be carried out to determine the accuracy of the estimate in the regression analysis.

4. RESEARCH RESULTS AND DISCUSSIONS
4.1. 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.

4.2. Multiple Linear Regression Analysis

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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

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients		
		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:
$Y = a + b_1X_1 + b_2X_2 + b3X3$
$Y = 3.691 + 0.389 + 0.497 + 0.209$

a. 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.
b. 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.
c. 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.

4.3. Classic Assumption Testing
a. Normality Test
The residual normality test is used to test whether the residual values generated from the regression model are normally distributed or not. In this study, a normality test was used on the distribution of data using Kolmogorov-Smirnov. The way to detect this is to look at the residual significant value. The results of the residual normality test can be seen in the following table:

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

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

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.
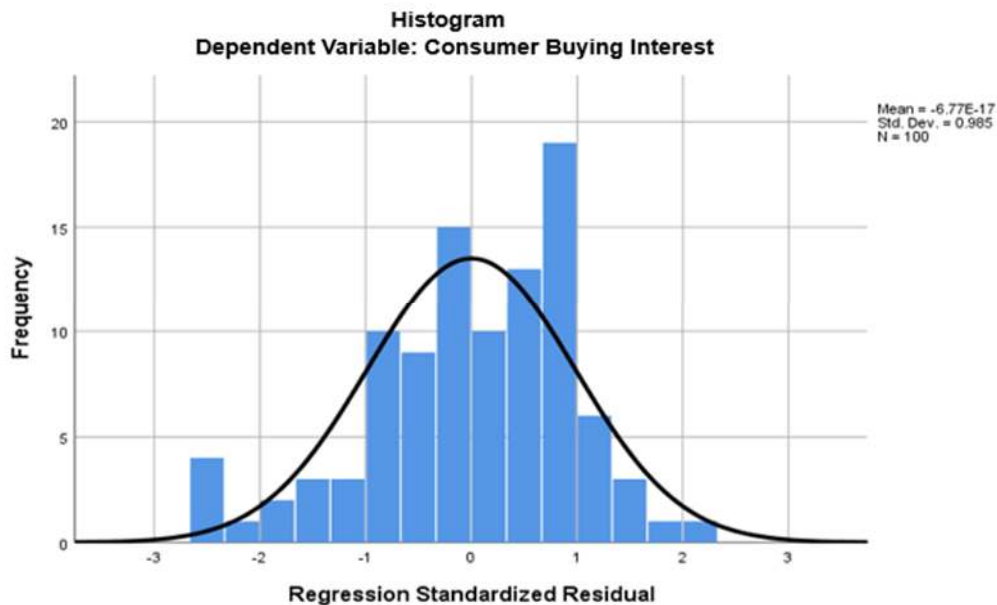
Source: SPSS Processed Products v 25, 2024

Based on Table 5, the results of the residual normality test show that the significance value (Sig 2-tailed) in the *Kolmogorov-Smirnov* table is 0.061 which means $\geq$ a significance value of 0.05. Thus, the residual values in this study are normally distributed. The next normality test is the normal *probability plot* and *histogram* which is a comparison of the actual cumulative distribution of data with the normal cumulative distribution. The results of this test can be seen, as follows:
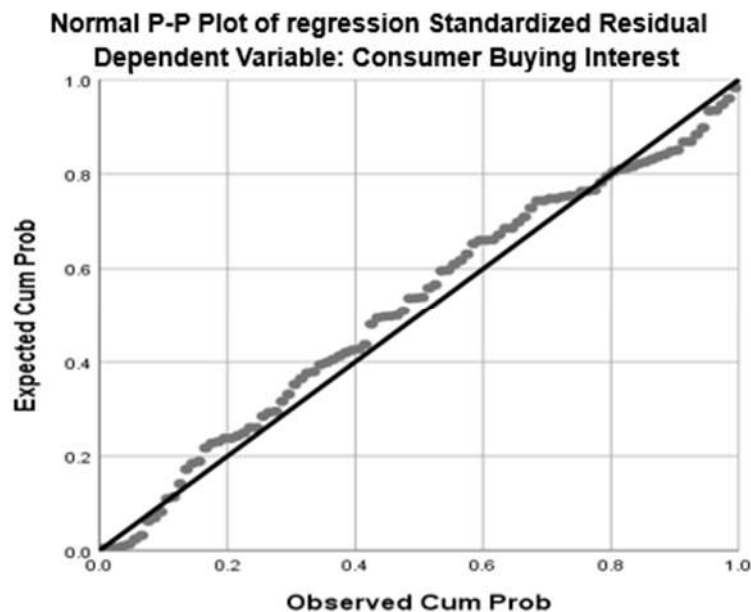
Picture 1. P-Plot Normal Normality Test Results
Source: SPSS Processed Products v 25, 2024

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Based on Figure 1, it shows that the distribution of data is around the diagonal line and is not scattered far from the diagonal line, so that the assumption of normality can be met by the test and the test can be continued to the next stage.

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

Based on Figure 2, it shows that the shape of the histogram depicts normal or near-normal distributed data because it forms like a bell (*bell-shaped*), so that the assumption of normality in this study can be met.

b. Multicollinearity Test

The multicollinearity test was used to test whether the regression model found a high correlation between independent variables. A good regression model should not have a high correlation between independent variables. The commonly used test method is to look at the *variance inflation factor* (VIF) value of less than 10 and *tolerance* more than 0.1, then the regression model is free from multicollinearity. The results of the residual normality test can be seen in the following table:

Table 6. Multicollinearity Test Results

Coefficientsa

Type	Collinearity Statistics

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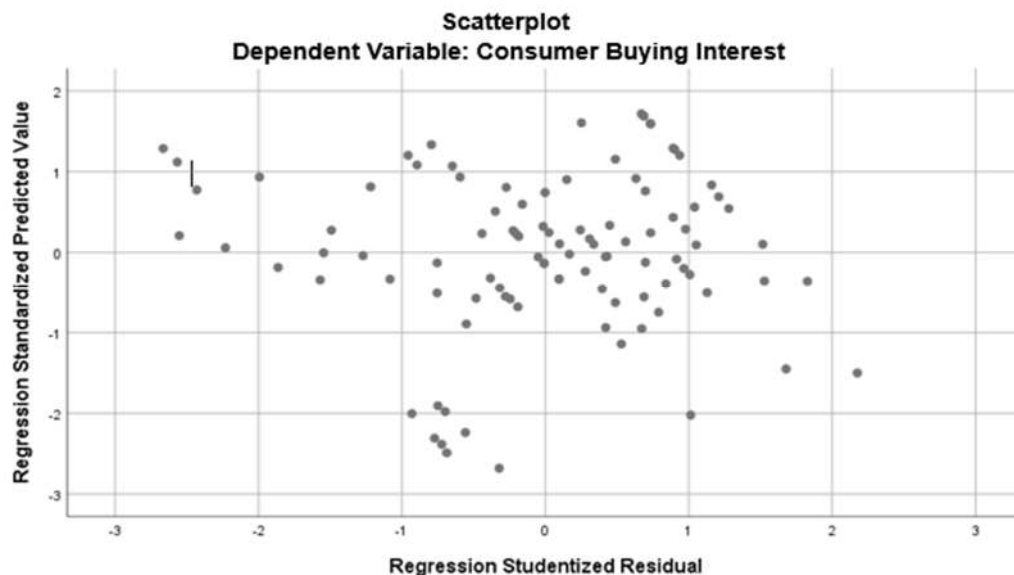
Picture 3. Heteroscedasticity Test
Source: SPSS Processed Products v 25, 2024

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).

4.4. 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

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singnifiable level ($α$) = 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)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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 >ttable (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 >table, the F formula of the table

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is Df (sideways) = k – 1 = (the total number of variables X and Y – 1) and Df 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 Fcal 9,096 >Ftable 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 (R2)**

The coefficient of determination (R²) 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 (R2)

Model Summaryb

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.

4.5. 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 $a_{t\text{-count}}$ value of 3.015 and a sig value of 0.003 where the t_{count} value of $>t_{table}$ (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 Fcal 9,096 >Ftable 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.

5. 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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