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# Product Diversity, Shopping Experience, And Service Quality the Impact on Consumer Repurchase Decisions at Bumdes Krowe Stores Magetan, Indonesia

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## ABSTRACT

This study aims to determine the effect of product diversity, shopping experience, and service quality on consumers' repurchase decisions at BUMDES Krowe stores Magetan. The research method used is a quantitative method using primary data and secondary data. The population in this study were all consumers from BUMDES Krowe Magetan using a simple random sampling technique and a sample of 100 respondents. The data analysis method used is instrument test, multiple linear regression analysis, coefficient of determination, t test, and F test. The results show that: (1) product variety partially has a significant effect on repurchase decisions. This shows that the availability of a variety of products will increase repurchase decisions. (2) shopping experience partially has a significant effect on repurchase decisions. This shows that a good shopping experience will increase repurchase decisions. (3) service quality partially has a significant effect on repurchasing decisions. This shows that the existence of optimal service quality will increase repurchase decisions. (4) product variety, shopping experience, and service quality simultaneously affect repurchase decisions. These three variables have an important role in influencing repurchase decisions, where the availability of a variety of products, a good shopping experience, and optimal service quality will jointly influence repurchase decisions.

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## 1. Introduction

Village Owned Enterprises (BUMDES) are institutions that were established with the intention of prospering the community through the development of productive economic enterprises and other sectors [1]. Village-Owned Enterprises (BUMDES) are growing over time with various new innovations that have been implemented to attract public interest in making purchases.

Repurchase decision is one part of consumer behavior which refers to consumer repurchasing behavior of goods or services for personal consumption. Every day consumers are faced with various choices of goods or services, and require consumers to decide what goods or services they will buy or consume [2]. The public will repurchase if the product offered has several advantages such as the variety of products provided, the quality of service and the shopping experience are also

considerations for consumers to decide to return to a service or service provider. This will provide benefits to the company such as increasing sales figures and getting higher profits.

This research took objects at the BUMDES Krowe store. BUMDES Krowe is a business entity managed by the village government engaged in the provision of services and basic needs of the community. BUMDES Krowe is located in Krowe Village, Lembeyan District, Magetan Regency and will start operating in 2021. Based on the facts that are happening in the field, the problems of BUMDES that are not running are caused by several things that affect them. Management of BUMDES that is not running well can result in BUMDES not running optimally in carrying out its business which then impacts the income from the BUMDES which decreases. Management of BUMDES that is not optimal can also have an impact on BUMDES performance.

Based on previous research by [3] which states that service quality and product variety have a significant effect on purchasing decisions at Coffee Culture Jombang shops. Good and positive service quality for consumers will also create a good impression for consumers, causing repeat shopping. Another study according to [4] states that customer experience has a significant effect on repurchasing. The shopping experience is obtained when buying a product or service, from this experience it will be a consideration for consumers in choosing the desired product and service. Experience must create a positive impression, if the experience in the past was good, it will also have a good effect in the future and consumers will make repeat purchases. Other research according to [5] states that product diversity has a significant effect on repurchasing decisions. Product diversity is important for consumers because with a variety of products consumers get satisfaction in shopping so they make repeat purchases.

In contrast to research conducted by [6] which stated that shopping experience did not have a significant effect on repurchasing decisions. This is influenced by customer anxiety about the security of transactions and the condition of the goods. So that it can lead to a bad experience and lead to dissatisfied customers.

From some of the results of these studies have been able to present models and conceptual frameworks as well as provide a variety of information. However, previous research studies only covered broad and still limited discussions, especially those examining the importance of product variety, shopping experience, and service quality that can influence consumer repurchase decisions. Thus this study aims to determine the direct impact of product diversity, shopping experience, and service quality on consumer repurchase decisions. Thus, this study will provide new insights in understanding the role of product diversity, shopping experience, and service quality on consumer repurchase decisions.

## **2. Research Method**

The research to be carried out is field research, which is carried out by observing and distributing questionnaires to BUMDES Krowe Magetan consumers. This study only covers the influence of product diversity, shopping experience, and service quality on consumers' repurchasing decisions at BUMDES Krowe Stores.

The population in this study are all consumers who already know Krowe's BUMDES products whose data cannot be known, so the total population cannot be known with certainty. Therefore, the population in this study is called the "infinite" population. Using the Rao Purba formula with the leeway percentage used was 10%, the result was found to be 96.4, but the researchers adjusted it to 100 respondents. The sampling technique in this study uses probability sampling. Probability Sampling is a sampling technique in which members of the population are given the same opportunity to be used as research samples. The method used in sampling in this study is Simple Random Sampling. Simple Random Sampling is a random sampling technique without regard to the strata in the population [7].

The instrument test used in this study is the validity test and the reliability test. The data analysis tool used in this study is Multiple Linear Regression Analysis and the Coefficient of Determination (R<sup>2</sup>). While testing the hypothesis using the t test (partial) and F test (simultaneous).

### 3. Results and Discussion

#### 4.1 Validity Test

The validity tests are carried out to measure whether or not a statement or questionnaire question is valid. The instrument is said to be good if the instrument is valid [7]. Valid means that the questions or statements on the questionnaire are able to reveal what is being measured, whereas it is invalid if the questions or statements are not able to reveal what is being measured on the questionnaire. Criteria for r table with a significance level of 5% where  $N = 100 - 2 = 98$  and an r table value of 0.196 is obtained.

Validity testing shows that the results obtained for the r count value of all statement items for each variable have an r count > r table value, so it can be concluded that all of the research indicators are declared valid. So that all data in this study is feasible to be used and tested for further testing.

#### 4.2 Reliability Test

The reliability test according to [8] is a tool used to measure a questionnaire which is an indicator of a variable. Questionnaires are said to be reliable if a person's answers to statements or questions are consistent from time to time. Measuring reliability using the help of statistical testers Cronbach Alpha. Statements or questions are said to be reliable if the Cronbach Alpha value obtained is > 0.6.

The reliability test states that all independent and dependent variables have a Cronbach Alpha value greater than ( $\geq$ ) than 0.60, which means that the questionnaire statement items are declared reliable. All statement items were stated to be consistent in their measurement and suitable for use in this study.

#### 4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis according to [7] is an analytical tool used to measure the effect of more than one independent variable on the dependent variable.

**Table 1.** Multiple Linear Regression Analysis Results  
**Coefficients<sup>a</sup>**

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|---------------------|-----------------------------|------------|---------------------------|-------|------|
|                     | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)        | 2.847                       | 2.030      |                           | 1.403 | .164 |
| Product Diversity   | .261                        | .115       | .203                      | 2.271 | .025 |
| Shopping Experience | .357                        | .103       | .345                      | 3.455 | .001 |
| Service Quality     | .257                        | .106       | .234                      | 2.418 | .017 |

a. Dependent Variable: Purchase Decisions

Source: Primary Data processed with SPSS 25.00 (2023)

Based on the results of table 3 multiple linear regression analysis it can be seen that the multiple linear regression equation becomes:

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

$$Y = 2,847 + 0,261 X_1 + 0,357 X_2 + 0,257 X_3 + e$$

Based on the above equation, it can be concluded as follows:

Based on table 3 the results of multiple linear regression analysis the constant (a) in this study is 2.847 that when the independent variables are product diversity, shopping experience, and service quality are 0, then the value of the dependent variable repurchase decision increases by one unit assuming other factors are considered constant .

The coefficient of the product diversity variable in this study is 0.261, meaning that if the product diversity variable increases by one unit, then the repurchase decision increases by 0.261 units where other factors are constant. This means that there is a positive influence, meaning that as product variety increases, repurchase decisions will increase.

The coefficient of the shopping experience variable in this study is 0.357, meaning that the shopping experience variable has increased by one unit, so the repurchase decision has increased by

0.357 units where other factors are constant. this means that there is a positive influence, meaning that the shopping experience increases, the repurchase decision will increase.

The coefficient of the service quality variable in this study is 0.257, meaning that the service quality variable has increased by one unit, so the repurchase decision has increased by 0.257 units where other factors are constant. this means that there is a positive influence, meaning that the quality of service increases, the repurchase decision will increase.

#### 4.4 Coefficient of Determination (R2)

According to [8] the coefficient of determination (R2) is a tool used to determine how far the ability of the model is to explain the dependent variable.

**Table 2.** Coefficient of Determination Results  
**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .636 <sup>a</sup> | .404     | .386              | 1.46046                    |

a. Predictors: (Constant), Product Diversity, Shopping Experience, Service Quality

Source: Primary Data processed with SPSS 25.00 (2023)

Based on table 4, the results of the coefficient of determination above obtained an R square (R2) value of 0.404 or 40.4%. This shows that the contribution of the variable product variety, shopping experience, and service quality influences the repurchase decision by 40.4%, while the remaining 59.6% is influenced by other variables not included in this research model.

#### 4.5 T test (Partial)

According to [7] the t test is used to test the significant level of the influence of the independent variables partially on the dependent variable. Testing can be done by comparing the tcount and ttable values, if the tcount value > ttable value and the significance value is <0.05 then the independent variable partially has a significant effect on the dependent variable.

**Table 3.** T test (Partial) Results  
**Coefficients<sup>a</sup>**

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|---------------------|-----------------------------|------------|---------------------------|-------|------|
|                     | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)        | 2.847                       | 2.030      |                           | 1.403 | .164 |
| Product Diversity   | .261                        | .115       | .203                      | 2.271 | .025 |
| Shopping Experience | .357                        | .103       | .345                      | 3.455 | .001 |
| Service Quality     | .257                        | .106       | .234                      | 2.418 | .017 |

a. Dependent Variable: Purchase Decisions

Source: Primary Data processed with SPSS 25.00 (2023)

Based on the results of the t (partial) test in table 5 above, the results are explained as follows:

Based on the calculation of the t test, the effect of product diversity on repurchasing decisions obtains a t count of 2.271 > t table of 1.984. While the significant value is 0.25 < 0.05, so it can be concluded that product diversity partially has a significant effect on repurchasing decisions at BUMDES Krowe stores. Based on the calculation of the t test, the effect of shopping experience on repurchasing decisions obtains a t count of 3.455 > t table of 1.984. While the significant value is 0.001 < 0.05, so it can be concluded that the shopping experience partially has a significant effect on repurchasing decisions at the BUMDES Krowe store. Based on the calculation of the t test for the effect of service quality on repurchase decisions at BUMDES Krowe stores, a t count value of 2.418 > t table is 1.98498. While the significant value is 0.17 < 0.05, so it can be concluded that service quality partially has a significant effect on repurchasing decisions at BUMDES Krowe stores.

#### 4.6 F Test (Simultaneous)

According to [7] the simultaneous significance test or f test aims to show whether all the independent variables included in the model have a joint effect on the dependent variable. If  $F_{count} > F_{table}$  and significant value  $< 0.05$  ( $\alpha = 5\%$ ) then the independent variables simultaneously have a significant influence on the dependent variable.

**Table 4.** F Test (Simultaneous) Results

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
| 1                  | Regression | 139.077        | 3  | 46.359      | 21.735 | .000 <sup>b</sup> |
|                    | Residual   | 204.763        | 96 | 2.133       |        |                   |
|                    | Total      | 343.840        | 99 |             |        |                   |

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Product Diversity, Shopping Experience, Service Quality

Source: Primary Data processed with SPSS 25.00 (2023)

Based on the results of table 6 of the F test above, the calculated F value is 21.735 with a significance value of 0.000 then at a significance level of 5% and  $df = k : (N-k) = (3-1) : (100-3) = 3 : 97$  the F value is obtained table of 2.70. The conclusion from the above results is that the calculated F value is  $21.735 > F_{table} 2.70$ , so product variety, shopping experience, and service quality simultaneously have a significant effect on repurchasing decisions.

#### 4.7 Discussion

Based on the results of the study it can be concluded that consumers have a perception of product diversity towards BUMDES stores, namely BUMDES stores providing a variety of products from various brands, with the variety of products from various brands provided by BUMDES stores can influence repurchase decisions. Supported by previous research conducted by [9] which stated that product diversity has a significant effect on repurchase decisions.

Based on the results of the study it can be concluded that consumers have a perception of the shopping experience of BUMDES stores, namely shopping at BUMDES stores is very pleasant and whatever I need is available at the BUMDES store, with a good shopping experience provided by the BUMDES Krowe store can influence repurchase decisions. Supported by previous research conducted by [10] which stated that shopping experience has a significant effect on repurchasing decisions.

Based on the results of the study it can be concluded that consumers have a perception of service quality towards BUMDES stores, namely, stores provide adequate facilities and stores provide services that can be trusted. With the good quality of service provided by the BUMDES Krowe store, it can influence repurchasing decisions. Supported by previous research conducted by [11] which stated that service quality has a significant effect on repurchase decisions. It is also supported by other research conducted by [12] which states that service quality has a significant effect on repurchasing decisions.

#### 4. Conclusion

The conclusion in this study is that the better product variety, shopping experience, and service quality can have a good influence on consumers' repurchase decisions for a product. This will indirectly have a good impact on a company in contributing to advancing the company.

For BUMDES Krowe stores, they immediately complete what consumers need so that they can increase repeat purchase decisions, provide even better comfort to consumers, and provide even better service to consumers so as to increase repurchase decisions.

This research is expected to be used as material for consideration and evaluation in making decisions or marketing strategies in the future. Then it can be used as a method of identifying opportunities and problems faced by the company to be used as a reference in improving and increasing company performance.

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