

THE INFLUENCE OF SOCIAL INFLUENCE AND PRODUCT VARIATIONS ON PURCHASING DECISIONS IDEANIA FLOWERY IN PONOROGO WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE

Rita Tsaniatul Munawwaroh^{1*}

Faculty of Economics, Universitas Muhammadiyah Ponorogo, Ponorogo Jawa Timur, Indonesia, ritatsania100@gmail.com

*Corresponding author

Siti Chamidah²

Faculty of Economics, Universitas Muhammadiyah Ponorogo, Ponorogo, Jawa Timur, Indonesia, siti.chanidah71@gmail.com

Wijianto³

Faculty of Economics, Universitas Muhammadiyah Ponorogo, Ponorogo, Jawa Timur, Indonesia, wijifafa9898@gmail.com

Abstract

Background - The development of the creative economy in Indonesia has shown a significant increase. One sector that is experiencing rapid growth is the florist industry. In an increasingly competitive florist industry, businesses such as Ideania Flowery face challenges to stay ahead in a growing market. Factors such as social influence and product variety are important elements in influencing consumer purchasing decisions.

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Aim - The purpose of this study is to prove the relationship between social influence variables and product variations on purchasing decisions and how the role of purchase intention as a mediating variable on the influence of social influence and product variations on purchasing decisions, and how the role of purchase intention as a mediating variable on the influence of social influence and product variations on Ideania Flowery consumer purchasing decisions.

Design/ Methodology/ Approach - This research is a quantitative research with data collection method using questionnaires distributed through google form to 84 respondents from Ideania Flowery consumers with purposive sampling technique. Data measurement uses a Likert scale of one to five. The data analysis used in this research is SEM (Structural Equation Modelling) through the SMART PLS 4.0 application with a mediation analysis model.

Findings - The results showed that social influence has a significant effect on buying interest of Ideania Flowery consumers, product variations have a significant effect on buying interest of Ideania Flowery consumers, social influence has a significant effect on purchasing decisions of Ideania Flowery consumers, product variations have an insignificant effect on purchasing decisions of Ideania Flowery consumers, purchase interest has a significant effect on purchasing decisions of Ideania Flowery consumers and purchase interest acts as a mediator on the effect of social influence on purchasing decisions, and purchase interest acts as a mediator on the effect of product variations on purchasing decisions of Ideania Flowery consumers.

Research Implications - This research has a significant impact on consumers and the company Ideania Flowery, and can provide benefits for consumers in providing education to be wiser in making purchasing decisions, by paying attention to needs and not just social influence or the attractiveness of diverse products. Then it will be useful for the company Ideania Flowery, more complete knowledge about the influence of social influence and product variety in influencing purchasing decisions, so that it can help companies to develop more effective marketing strategies. Not only that, the company can also provide added value through products and can strengthen consumer attractiveness and encourage sales.

Research Limitations - This study only involved 84 respondents who are consumers of Ideania Flowery in Ponorogo, so the results may not apply to consumers in other areas.

Keywords: Social Influence, Product Variety, Purchase Decision, Purchase Intention

Abstrak

Latar belakang – Perkembangan ekonomi kreatif di Indonesia menunjukkan peningkatan yang signifikan. Salah satu sektor yang mengalami perkembangan pesat adalah industri florist. Dalam industri florist yang semakin kompetitif, usaha seperti Ideania Flowery menghadapi tantangan untuk tetap unggul di tengah pasar yang terus berkembang. Faktor seperti pengaruh social influence dan variasi produk menjadi elemen penting dalam mempengaruhi keputusan pembelian konsumen.

Tujuan – Tujuan penelitian ini adalah untuk membuktikan hubungan antara variabel social influence dan variasi produk terhadap keputusan pembelian serta bagaimana peran minat beli sebagai variabel mediasi terhadap pengaruh social influence dan variasi produk terhadap keputusan pembelian, dan bagaimana peran minat beli sebagai variabel mediasi terhadap pengaruh social influence dan variasi produk terhadap keputusan pembelian konsumen Ideania Flowery.

Desain / Metodologi/ Pendekatan – Penelitian ini merupakan penelitian kuantitatif dengan metode pengumpulan data menggunakan kuesioner yang disebarakan melalui google form kepada 84 responden dari kosnumen Ideania Flowery dengan teknik purposive sampling. Pengukuran data menggunakan skala likert satu sampai lima. Analisis data yang digunakan dalam penelitian ini adalah SEM (Structural Equation Modelling) melalui aplikasi SMART PLS 4.0 dengan model analisis mediasi.

Temuan – Hasil penelitian menunjukkan bahwa social influence berpengaruh signifikan terhadap minat beli konsumen Ideania Flowery, variasi produk berpengaruh signifikan terhadap minat beli konsumen Ideania Flowery, social influence berpengaruh signifikan terhadap keputusan pembelian konsumen Ideania Flowery, variasi produk berpengaruh tidak signifikan terhadap keputusan pembelian konsumen Ideania Flowery, minat beli berpengaruh signifikan terhadap keputusan pembelian konsumen Ideania Flowery dan minat beli berperan sebagai mediasi pada pengaruh social influence terhadap keputusan pembelian, serta minat beli berperan sebagai mediasi pada pengaruh variasi produk terhadap keputusan pembelian konsumen Ideania Flowery.

Implikasi Penelitian– Penelitian ini memiliki implikasi penting bagi konsumen dan perusahaan Ideania Flowery, akan bermanfaat bagi konsumen dalam memberikan edukasi untuk lebih bijak dalam mengambil keputusan pembelian, dengan memperhatikan kebutuhan dan bukan hanya pengaruh sosial atau daya tarik produk yang beragam. Kemudian hal tersebut akan berguna bagi pihak perusahaan Ideania Flowery, pemahaman yang lebih mendalam mengenai pengaruh *social influence* dan variasi produk terhadap keputusan pembelian, sehingga bisa membantu perusahaan untuk menyusun strategi pemasaran yang lebih efektif. Tidak hanya itu, perusahaan juga bisa memberikan nilai tambah dengan melalui produk dandapat memperkuat daya tarik konsumen dan mendorong penjualan

Batasan Penelitian – Penelitian ini hanya melibatkan 84 responden yang merupakan konsumen Ideania Flowery di Ponorogo, sehingga hasilnya mungkin tidak berlaku untuk konsumen di daerah lain.

Kata Kunci: Pengaruh Sosial, Variasi Produk, Keputusan Pembelian, Niat Pembelian

INTRODUCTION

Economic development in Indonesia has increased from year to year as evidenced by Indonesia's GDP which tends to experience positive growth every year, although it had experienced a decline due to the COVID-19 pandemic in 2020 according to data from the Central Bureau of Statistics. Indonesia continues to strive to improve its economy towards advanced industries. This is all inseparable from the rapid development of technology that influences every aspect of life. These technological advances have created a new era landscape known as *society 5.0*.

Industry 5.0 is an advanced stage of the industry 4.0 concept that aims to develop a smarter, connected, and more efficient production system. focuses on human welfare (Tangkas Ageng Nugroho et al., 2023).The presence of the *society 5.0* era gives confidence that the economy in Indonesia will experience rapid development. This is all proven by the increasing creative industry sector. The creative industry can also be said to be part of the creative economy because the creative industry can produce various products and services that require creativity and are carried out in economic activities. The number of creative economy workers in Indonesia from 2018 to 2022 has increased with an average growth of 6.33% per year according to data from the Tourism and Creative Economy Workforce Statistics

2018-2022 (Ministry of Tourism and Creative Economy). The creative economy in Indonesia has 16 subsectors and of these 16 subsectors, there are currently three subsectors that make a major contribution to the growth of the creative economy in Indonesia, namely culinary, fashion, and crafts.

In this era, competition between businesses is happening starting from online and offline, namely with the emergence of many business actors, one of which is in the field of crafts (handicrafts), so that business actors in this field must be more creative and ensure that their business is increasingly visible to consumers. An example of a business in this field is florists. Florists are now spread across the archipelago from Sabang to Merauke. One of the areas with florist businesses is Ponorogo, with sellers in the same field such as Hikari Florist, Femmy Florist, Ideania Flowery, Anita Bouquet, Queen Craft.Id and many more. Ideas emerge as a result of creativity and innovation to produce a variety of products such as money bouquet, flower bouquet, snack bouquet, cookware bouquet, spice bouquet, and many more.

To increase competitiveness, companies can win the competition by offering superior products that match consumer preferences (Kotler & Keller, 2009). Existing preferences can influence customers' purchase intention, which impacts their purchase decisions. Consumers face a wide choice of products,

quality, brands, locations and other factors when planning a purchase. This often leads to confusion when choosing a product, so customers must consider the product they are buying before purchasing. It is very important to measure customers' purchase intention to determine whether they will be loyal or leave the product or service. The higher the purchase interest shown by consumers, the greater the chance they will make a purchase transaction.

According to (Begy Andi Sasmito, 2013) there are two factors that influence purchasing decisions, namely internal and external factors. Internal factors relate to aspects that come from within buyers and influence their decisions about purchases, such as perceptions, attitudes, lifestyles and personalities. External factors include things like culture, social class, references, and situation.

Research (Mahendra Kusuma & Ketut, 2022) states that *social influence* has a positive and significant influence on purchasing decisions. However, in research conducted (Alfina Dwi Juniarti & Rojuaniah Rojuaniah, 2024) states that *social influence* has a positive and insignificant effect on purchasing decisions. Apart from the influence of *social influence* which can influence purchasing decisions, there are also other factors, namely product variations. Product variety, according to (Tati Susanti & Dewi Noor Susanti, 2021), is defined as different product units within the same

category. These units can differ by price, size, or other attributes. Consumers will be more satisfied with the type and number of products available. Thus, product variety can support us in making more optimal purchasing decisions. According to Madiha Zaffou, 2010 in (Nurrahman et al., 2016) product variety is an important part of purchasing decisions. A study (Irwana & Ita Purnama, 2022) found that product variety has a positive and significant influence on the decision actions taken by consumers to buy something.

Based on the research gap of previous research, it can be concluded that there are still discrepancies in the influence of social influence variables and product variations on purchasing decisions. Therefore, to obtain more accurate data in this study, it is necessary to use mediating variables. Consumers not only purchase and use products because of their functional benefits, but are also influenced by the social and emotional values contained in them. Consumer purchase decisions are made after considering various factors, which are influenced by their views on the brand and the surrounding environmental conditions. These feelings ultimately influence their behaviour when choosing the product. Before someone decides to buy, the interest to buy will first appear in the consumer's mind (Kotler, 2013). Purchase intention is one aspect of a consumption attitude that shows a tendency to act before a purchase decision

is made. Research by (Assael, 2001) states that purchase intention is a psychological stage in which consumers have a tendency to choose, consider, and ultimately buy a product based on internal and external factors that influence their decisions. In addition, research by (Park and Kim, 2014) shows that social influence has an important role in shaping purchasing decisions, especially in digital environments and social media, where recommendations from others can increase purchase interest before the final decision is made. This is in line with research conducted by (Putri and Hidayat, 2021), which found that attractive product variations can strengthen consumer buying interest before finally leading to a purchase decision. Therefore, purchase intention can be a mediating variable that explains how social influence and product variety influence purchasing decisions.

LITERATURE REVIEW

Theory of Consumer Behaviour

According to Puspitasari & Fauziah (2022) there are two theories included in behavioural theory, namely Classical Conditioning theory, and Instrumental Conditioning. Classical conditioning was proposed by a Russian psychologist named Ivan Pavlov. This approach argues that organisms including humans are passive forms that can be shown a number of stimuli repeatedly. Until finally the stimuli are

conditioned and humans will definitely show the same response to these stimuli. This theory views that changes in consumer responses are the result of exposure to stimuli. The behavioural learning process is a learning process that occurs due to consumer responses to a stimulus or consumer environment. According to (Sudirman, 2020) in his research Instrumental Conditioning or instrumental conditioning was proposed by Edward Lee Thorndike. This approach argues that instrumental conditioning occurs when consumers learn to connect a stimulus with a specific response when there is an urge to do so. This means that consumers will connect a stimulus with a response if there is something that encourages it or an incentive, for example, a sense of satisfaction, or anything that is an award or reward for him. The learning process that occurs in consumers due to consumers receiving positive or negative rewards for consuming a product before. This behaviourism theory is relevant to explaining the factors that influence consumer behaviour and can be related to individual behaviour in the form of decision making, brand selection, and rejection of a product. According to (Bray, 2008) in his research argues that studying consumer approaches is influenced by external factors such as social perceptions, social influences, social rewards, peers, social sanctions, and so on. Understanding consumer behaviour theory can be seen from

several approaches, namely Economic Man, Psychodynamic, Behaviourist, Cognitive and Humanistic.

Hypothesis

When marketing products requires such as social media to promote products by sharing activities in the form of photos or videos by showing the brand they use. That way consumers can be interested in the products of the brand so that they can visit social media profiles and will explore social media to see what it sells. So, it can generate a sense of interest in buying products from their minds. Consumers can also change their opinions through people around them by looking at various considerations. This supports the findings of previous research conducted by (Feby Ayu Cristina & I Made Bagus Dwiarta, 2022) which confirms that social influence has a positive and significant effect on buying interest in Make Over products for students of the Faculty of Economics and Business, PGRI Adi Buana University Surabaya. This research hypothesis is proposed based on literature and previous research:

H₁. It is suspected that social influence has a significant effect on purchase intention.

Customer perceptions of the brand will change due to the greater variety of products offered by the seller. Consumers assume that a manufacturer that has a large variety of products means that the manufacturer continues to create new innovations for its

products. Product variations are created with the aim that consumers do not feel bored. Research shows that (Allya Ramadhina & Mugiono, 2022) product variations have a significant positive effect on purchasing decisions. Based on the explanation of the literature and previous research, the following research hypothesis is proposed:

H₂. It is suspected that product variety has a significant effect on buying interest.

The greater the influence, support and encouragement of others will increase purchasing decisions. Information provided to convince someone to make a purchase decision can have a significant impact on others. This is supported by research from (Indra et al., 2020) which states that social influence has a positive and significant effect on purchasing decisions. Based on the explanation of the literature and previous research, the following research hypothesis is proposed:

H₃. It is suspected that social influence has a significant effect on purchasing decisions.

Product variations which include appearance, component materials, and prices are used to implement marketing strategies aimed at increasing sales and providing differentiating value from competing products. This is supported by research conducted by (Irwana & Ita Purnama, 2022) which states that product variations have a positive and significant effect on purchasing decisions. Based on the explanation of the literature and previous

research, the following research hypothesis is proposed:

H₄. It is suspected that product variety has a significant effect on purchasing decisions.

During the decision-making process, buying interest arises and creates motivation that is recorded in the mind to take very strong actions and implement what is in the mind. Perception is the thought process that generates this buying interest. This is supported by research conducted by (Purwati & Cahyanti, 2022) which proves that buying interest greatly influences purchasing decisions with positive and significant results. This research hypothesis is proposed based on literature and previous research:

H₅. It is suspected that purchase interest has a significant effect on purchasing decisions.

The consumer behaviour known as "purchase intention" indicates a person's desire to make a particular purchase. During this process, customers determine their brand and interest in the items they want to buy. In addition to considering other factors that affect the buying process, the information is gathered from the series. Individuals or groups that can influence their buying interest are referred to as social influence. According to research conducted (Sapitri & Saptono, 2023) social influence greatly influences buying interest. Today's consumers change their behaviour based on their social environment, such as social groups, friends, family, relatives, and the social media they follow. Outside

recommendations help many customers decide to buy something. Greater social influence has a positive impact on purchase intention. This is based on the idea that social influence on purchasing decisions is influenced by purchase intention. Research conducted by (Purwati & Cahyanti, 2022) shows that decisions made about purchases are influenced by buying interest. Therefore, an increase in customer buying interest will follow the decision about their purchase. This is because the purchase interest that arises in customers' minds can influence their purchasing decisions. Social influence has a significant impact on buying interest and can influence making decisions about purchases. Research conducted by (Waluyo & Trishananto, 2022) supports this, proving that social influence has a positive and significant effect on purchasing decision actions through the mediation of buying interest. In other words, the greater the influence of social influence, the higher the consumer's buying interest, which ultimately encourages them to decide to buy the product. Based on the literature review and previous research, the proposed research hypothesis is as follows:

H₆. It is suspected that purchase intention acts as a mediator in the influence of social influence on purchasing decisions.

Product variety exerts a strong influence on customer behaviour, as a large variety of products makes it easier for customers. Consumers tend to be more interested in a

variety of variations. The more types and numbers of products issued, the greater the consumer's buying interest in trying and choosing products in one place. According to (Meithiana Indrasari, 2019) product variety is a condition in which there are various types of goods available, providing many choices for consumers in the shopping process. To create high buying interest, it is necessary to display a complete variety of products so that customers continue to choose to shop at that place. This is important so that customers do not switch to other places. The relationship

between product variety and purchasing decisions is closely related to sales activities and buying interest in a store. The higher the buying interest, the more product innovations appear, resulting in more product variety. Therefore, purchase intention interacts with product variety in relation to purchasing decisions. Based on the literature and previous research, the proposed research hypothesis is as follows:

H₇. It is suspected that purchase intention plays a mediating role in the effect of variety

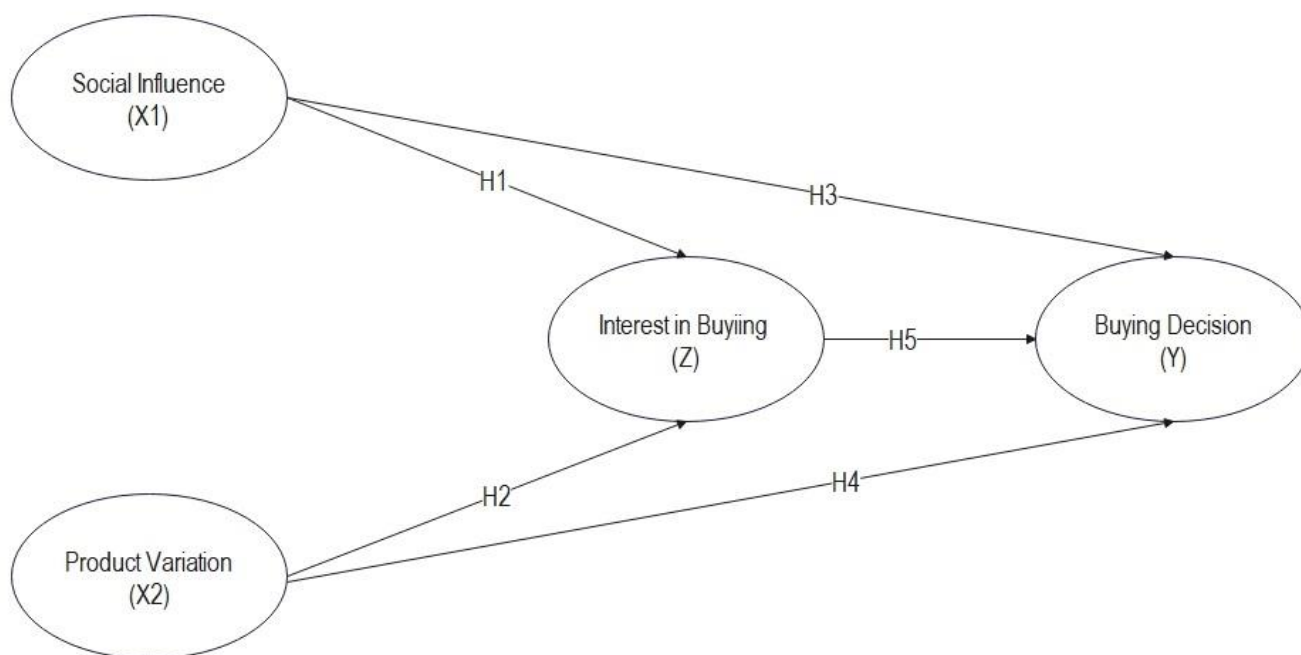


Figure 1. Research Framework

RESEARCH METHOD

The population in this study are consumers who shop at Ideania Flowery. Where Ideania Flowery consumers from 2021 to mid-month 2023 are approximately 516 people. The

questionnaire was distributed online as part of the research. The sampling method in this study uses a *non-probability sampling* approach using *purposive sampling* technique. According to (Sugiyono, 2011)

purposive sampling is the selection of samples according to predetermined criteria. In this study, researchers set a number of criteria to determine the sample to be used, including:

1. Respondents are buyers of Ideania Flowery
2. Respondents have made purchases at Ideania Flowery at least once.

The number of samples in this study were 84 respondents who had made purchases at Ideania Flowery. The data collection method uses distributing questionnaires to research respondents online using *Google Form*. This study uses 4 variables measured by a linear scale with 5 points, ranging from one to strongly disagree to five to agree. All items are reported to be responded by the respondents themselves honestly and without coercion. The four variables were adapted into a questionnaire with statement items according to the

method used with indicators of each variable and using clear and understandable language. Hypothesis testing in this study uses the *Structural Equation Model (SEM)* on *Partial Least Square (PLS)* by considering that the research objective is to identify relationships between variables, complex structural models, small sample sizes and abnormal data distributions (Joseph F. Hair et al., 2017). This test uses 2 measurement models, namely *outer loading* and inner model. In this study, *outer loading* is used to measure the validity and reliability of research, while the *inner model* uses the R-square value to determine the strength of exogenous variables on endogenous variables. As well as testing the hypothesis through the coefficient path, to see the influence between variables. The operational definitions of the variables in this study are further explained in table 1.

Table 1
Operational Definition of Variables

Variables	Indicators	Source
<i>Social Influence (X1)</i> Social influence is defined as information that is not clearly stated or implied as well as clearly stated or overt from individuals, groups and mass media that influence how a person behaves.	1. Reference group 2. Family 3. Role and status	Ahmed et.al (2018), Priyatmoko (2015)
<i>Product variety (X2)</i> Product variety or product diversity is the completeness of the products in it and the availability of goods at any time in the store to meet the needs and desires of consumers.	1. Size 2. Price 3. Appearance	Kotler and Armstrong in Eriyanti & Kusmadeni (2021) Kotler (2010)
<i>Purchase decision (Y)</i>	1. The stability of a product 2. Buying habits	Sumarwan (2011) Kotler (2021)

Variables	Indicators	Source
Purchasing decisions are decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to buy.	3. Recommendations from others 4. Repurchase	Peter & Olson (2008) Istikhomah (2013)
Purchase intention (Z) Purchase intention is a decision plan or interest in buying a particular product or brand	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Explorative interest	

Source: Primary data processed, 2024

RESULTS AND DISCUSSION

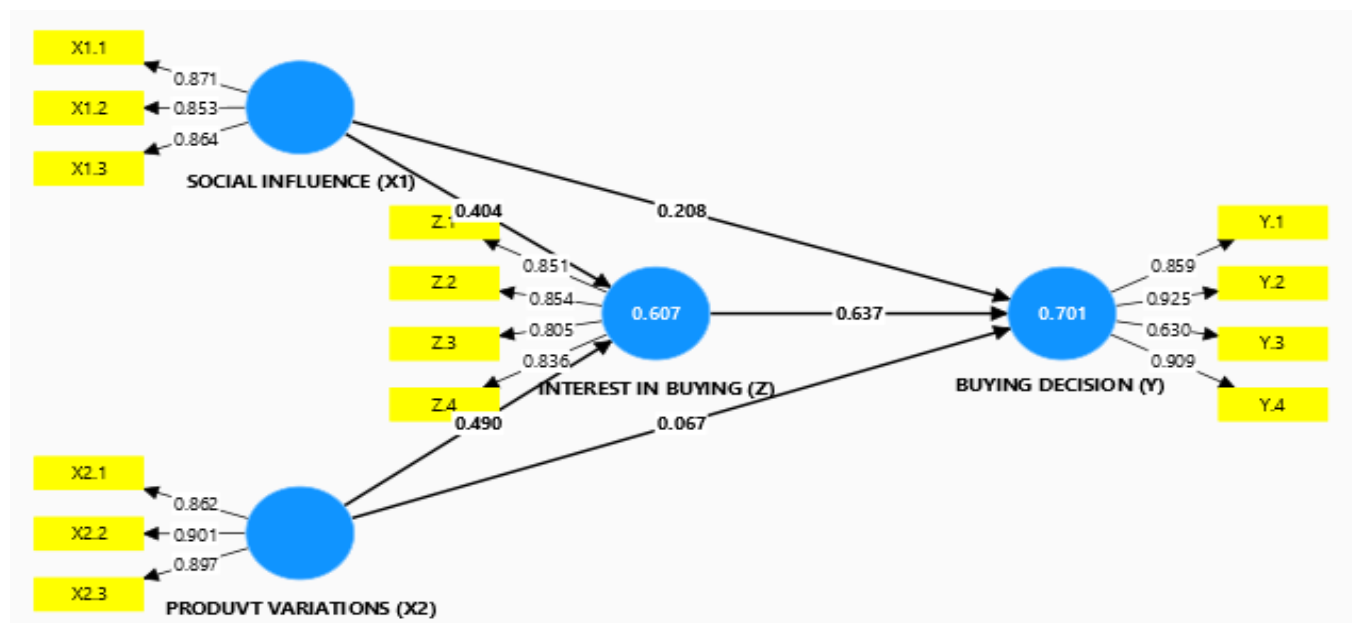
Measurement (*Outer*) Model

Validity tests include: convergent validity and discriminant validity. Convergent validity can be seen through *outer loading* and *AVE*. Based on the results in tables 2 and 3. The *outer model* section has 14 question items but there is 1 item below the *rull of thumb*> 0.7 so there are 13 valid indicator items and 1 invalid indicator item. For all AVE values on all variables> 0.5 so that all variables are valid. Reliability test can be seen in table 4. Comparing the Comparing Cronbach' Alpha value and the Composite Reliability value must be> 0.7, so the criteria are met.

Structural (*Inner*) Model

Through the results in table 5, it can be shown that the R-square criterion, the value

of 0.701 is included in the "strong" category, which means that the model shows the influence of exogenous variables on endogenous which is strong, thus indicating that all variables involved in the model are able to influence endogenous variables. dependent variable purchase decision of 0.701 which means 70.1%, while the remaining 29.9% can be influenced by other variables outside this research model. Based on the results in table 6. It can be seen that the relationship between variables through the t test with a significance level of> 1.96 and a significant level of 5% <0.05 and the direction of influence is positive or negative. The results of hypothesis testing based on this path coefficient can be illustrated using the research model in table 6.



Source: Primary data processed by SMART-PLS 4, 2024

Table 2
Output Outer Loading

	Decision Purchase	Purchase Intention	Social Influence	Product Variety	ZxX2	ZxX1
X1.1			0.871			
X1.2			0.853			
X1.3			0.864			
X2.1				0.862		
X2.2				0.901		
X2.3				0.897		
Y.1	0.859					
Y.2	0.925					
Y.4	0.909					
Z.1		0.851				
Z.2		0.854				
Z.3		0.805				
Z.4		0.836				
Z x X1						1.000
Z x X2					1.000	

Source: Primary data processed by SMART-PLS 4, 2024

Table 3
Average Variant Extracted Value

Variables	AVE value	Status
Purchase Decision	0.839	Valid
Purchase Intention	0.837	Valid
Social Influence	0.863	Valid
Product Variety	0.887	Valid

Source: Primary data processed by SMART-PLS 4, 2024

Table 4
Reliability Test

Variable	Cronbach's Alpha	Composite reliability (Rho_a)	Composite reliability (Rho_c)	Average variance extracted (AVE)
Y	0.853	0.882	0.903	0.704
Z	0.857	0.861	0.903	0.700
X1	0.830	0.842	0.897	0.744
X2	0.864	0.866	0.917	0.786

Source: Primary data processed by SMART-PLS 4, 2024

Table 5
Average Variant Extracted Value

NO	Variables	R-square	Adjusted R-square
1	(Y)Purchase Decision	0.701	0.690

Source: Primary data processed by SMART-PLS 4, 2024

Table 6
Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-Values
Z -> Y	0.637	0.617	0.119	5.339	0.000
X1 -> Y	0.208	0.223	0.075	2.783	0.006
X1 -> Z	0.404	0.397	0.110	3.682	0.000
X2 -> Y	0.067	0.093	0.135	0.494	0.623
X2 -> Z	0.490	0.500	0.090	5.448	0.000
X1 -> Z -> Y	0.257	0.244	0.080	3.204	0.002
X2 -> Z -> Y	0.312	0.309	0.087	3.596	0.001

Source: Primary data processed by SMART-PLS 4, 2024

Discussion

The results showed that social influence has a significance value of 0.000, which is smaller than $\alpha = 0.05$. The T-statistic value obtained is 3.682, greater than the T-table of 1.96, with a P-value of 0.000 which is smaller than $\alpha = 0.05$. H_0 is rejected, and H_a is accepted. Therefore, it can be concluded that social influence has a positive and significant

impact on consumer purchase intention of Ideania Flowery. This result shows that the stronger the social influence received by consumers, such as recommendations from friends, family, or influencers on social media, the greater their interest in buying products from Ideania Flowery. Social influence in the context of MSMEs such as Ideania Flowery is very important because

businesses can utilise social networks to expand their market reach and increase consumer confidence in their products.

From an entrepreneurial perspective, this result confirms the importance of networking as one of the main pillars in developing a business. According to (Kotler & Keller, 2016), social influence does not only come from close environments such as family, but also from online communities, product reviews, and customer testimonials that can shape positive perceptions of a brand. Ideania Flowery MSMEs have successfully utilised digital platforms to create an ecosystem that supports the growth of consumer buying interest through intense interaction on social media. The perception analysis supports the findings on the social influence variable, which proves that respondents' views on social influence are often associated with their role and status in society, with an average score of 3.93 and 3.77 80 respectively (I socialize following friends' recommendations in buying Flowery products). This shows that when respondents receive positive social influence, such as favourable judgement, they are more likely to show purchase intention towards Ideania Flowery products. Social influence not only builds trust in the product but also increases respondents' sense of engagement with the brand.

Purchase intention generated from social influence reflects how much consumers feel connected to the product and friends or

family who support it. Previous research by (Feby Ayu Cristina & I Made Bagus Dwiarta, 2022) confirmed that social influence has a positive and significant effect on buying interest in Make Over products on Students of the Faculty of Economics and Business, PGRI Adi Buana University Surabaya and the findings of this study also support (Al et al., 2024) which found that recommendations from friends, family, and social influence can increase consumers' desire to buy certain goods.

Consumers tend to be interested in products recommended by people they trust, and this is a strategic opportunity for Ideania Flowery to continue to increase social interaction through referral programmes, customer testimonials, or collaboration with local influencers. The results show that social influence has a significant influence on consumers' interest in buying something at Ideania Flowery. This research indicates that an effective entrepreneurial strategy depends not only on social influence, but also on the ability of MSMEs to create added value through product innovation, superior service, and a deep understanding of market needs.

The results showed that the product variation has a significance value of 0.000, which is smaller than $\alpha = 0.05$. The obtained T-statistic value of 5.448 is greater than the T-table of 1.96, and the P-value of 0.000 is also smaller than 0.05, which indicates that H_0 is rejected and H_a is accepted. Based on

these findings, it can be concluded that Ideania Flowery's product variety has a positive and significant influence on customer interest in purchasing the product. This result indicates that the more diverse the products offered by Ideania Flowery, the higher the customer's interest in purchasing the products. Product variations that include various types of bouquet such as fresh flowers, dried flowers, artificial bouquet, and snack bouquet are able to attract consumers' attention because it provides more choices according to their needs and preferences. In the context of entrepreneurship, this finding confirms the importance of product innovation as part of MSME business strategy. According to (Baidowi, 2021), product variations produced through a sustainable innovation process can create added value for consumers, increase competitiveness, and encourage the growth of buying interest. Ideania Flowery, as an MSME actor, is able to manage resources creatively to present a variety of products that are not only aesthetically pleasing but also have their own uniqueness, so that they can meet the needs of a diverse market. This result is supported by the findings of the perception analysis of the product variation variable. The results show that individuals who rated the size variation of Ideania Flowery's products as suitable for their needs are in the high category, with an average score of 4.39 and 2.99 respectively (the price of diverse products is within my budget and

the appearance of Ideania Flowery's products attracts my attention). This indicates that Ideania Flowery consumers consider product variety as an important factor that influences their purchase intention. The more diverse the products offered, the more likely consumers are to feel attracted to buy. With a wide selection of products, consumers can tailor their purchases to specific needs. For example, consumers who want to give a unique gift may opt for a snack bouquet, while those looking for home décor may choose a bouquet of artificial flowers. This flexibility increases the appeal of Ideania Flowery products in the eyes of consumers. The results of this study are in line with previous research (Allya Ramadhina & Mugiono, 2022) which states that product variety has a positive and significant influence on purchase intention. In addition, these results are also supported by previous research (Laura & Afivah, 2022) which concluded that product variations can be more attractive and consumer buying interest in local e-commerce. The results of the study confirm that product variety has a positive and significant effect on buying interest of Ideania Flowery consumers. By offering a wide selection of products, Ideania Flowery can fulfil diverse needs and increase the attractiveness of its brand in the eyes of consumers. This research provides important implications for the development of entrepreneurial strategies at Ideania Flowery. MSME players need to continue to innovate

in creating new products, pay attention to dynamic market needs, and ensure that the variety of products offered has consistent quality to maintain consumer. buying interest in the long term.

Hypothesis 3 shows that the significance value on social influence is 0.006 which is smaller than $\alpha = 0.05$. The T-statistic value is 2.783, greater than the T-table of 1.96 and the P-value of 0.006 is also less than $\alpha = 0.05$. This indicates that H_0 is rejected and H_a is accepted. Therefore, it can be concluded that social influence has a positive and significant impact on customer decisions to buy Ideania Flowery products. This result shows that the stronger the social influence received by consumers, whether from friends, family, or influencers, the more likely they are to make a purchase decision for Ideania Flowery products. In the context of MSMEs, especially Ideania Flowery, social influence is an important factor because it can build trust and increase product credibility in the eyes of consumers. From an entrepreneurial perspective, this finding confirms that social networks and customer communities are strategic assets in driving purchasing decisions. Ideania Flowery MSMEs are able to utilise this social influence through word-of-mouth strategies, customer testimonials and social media campaigns to attract new customers. These results are supported based on the findings of the perception analysis of social influence variables which prove that the perceptions of respondents

who think that social influence arises in accordance with their role and status in society are in the high category with an average score of 3.93 and 3.77 (*I often follow friends' recommendations in buying Ideania Flowery products*). This shows that Ideania Flowery consumers are highly influenced by social influence in their purchasing decisions. For example, many consumers buy fresh flower bouquets or other bouquets to follow recommendations from friends or family. Consumers also feel more confident with their decisions after getting positive judgements from previous customers. The results of this study are in line with the results of previous research (Indra et al., 2020) which shows that social influence influences purchasing decisions positively and significantly. In addition, this research is also supported by the results of research (Al et al., 2024), which reveal that social influence has a major role in influencing consumer purchasing decisions, especially in the context of social media. This research shows that social influence, which comes from recommendations from friends and family, as well as roles and status in society, can influence Ideania Flowery consumers' purchasing decisions.

Hypothesis 4 shows that the significance value on product variety is 0.623, greater than $\alpha = 0.05$. The obtained T-statistic of 0.494 is smaller than the T-table of 1.96 and the P-value of 0.623 is greater than 0.05, which indicates that H_0 is accepted and H_a

is rejected. Based on these results, it can be concluded that Ideania Flowery's product variety has a positive, but insignificant influence on customers' decision to purchase the product. This result shows that although Ideania Flowery offers various types of products such as fresh, dried, artificial, and snack bouquet, the product diversity does not directly influence consumers' purchasing decisions. This indicates that other factors such as product quality, price, personal experience, or individual preferences may have a more dominant influence in encouraging consumers to make purchasing decisions. In the context of entrepreneurship, this result shows that product innovation and diversification are important to attract consumers' attention, but not strong enough to ensure purchasing decisions. According to (Baidowi, 2021), product variety can create initial attraction for consumers, but to encourage purchasing decisions, a combination with other factors such as good service strategies, brand trust, and emotional relationships with customers is needed. Although the effect is not significant, this finding still provides important insights. One reason why product variety did not have a significant effect may be due to the tendency of Ideania Flowery's consumers to focus more on the quality and relevance of the product to their personal needs rather than the sheer number of options available, or it could be that the presence of a large variety of products can make consumers confused. Too

many product choices can sometimes cause consumers to feel confused or overwhelmed in making decisions. This phenomenon is known as "choice overload" or confusion due to too many choices. When consumers are faced with a wide range of product options, they may find it difficult to choose the right product, which ultimately decreases their likelihood of buying something. Consumers who already have certain preferences may be more likely to choose products that they are familiar with or like, rather than trying new products despite the variety of products on offer. For example, consumers who prefer a bouquet of fresh flowers may not be interested in other product variations such as a bouquet of dried flowers or a bouquet of snacks. This result is supported based on the findings of the perception analysis of the product variety variable, which shows the respondents' opinions that the variety of products available at Ideania Flowery is in accordance with the needs of consumers in deciding on purchases in the very high category with an average score of 4.39 and 4.29 (the price of the products offered varies according to my budget and the appearance of Ideania Flowery products attracts my attention). This shows that consumers appreciate the variety of products offered, but do not feel that the variety of products is influential enough to decide to buy. As well as in making purchases, respondents tend to see product prices that are in accordance with the respondent's budget and product

appearance that can attract the respondent's attention. The research found that it is not in line with the findings of previous research (Karim et al., 2021) which shows that product variety has a positive and significant effect on purchasing decisions. However, the research is supported by the results of (Komang Maha Yanti & Made Dwi Ferayani, 2023) which confirm that factors such as price and quality are more dominant in influencing purchasing decisions than product variations. 88 The results showed that product variety did not have a significant effect on consumer purchasing decisions at Ideania Flowery. Although there are many choices of products offered, other factors such as quality, price, and trust in the brand are more dominant in influencing purchasing decisions. In the context of MSMEs such as Ideania Flowery, the implication of this result is that it is important not only to focus on increasing product variety, but also to optimise customer service strategies, build more personal relationships, and create unique shopping experiences. These strategies can help convert purchase intention into a real purchase decision, regardless of how much product variety is offered.

Hypothesis 5 purchase intention has a significance value of 0.000, which is smaller than $\alpha = 0.05$. The T-statistic was obtained as 5.339, which is greater than the T-table of 1.96, and the P-value of 0.000 is also smaller than $\alpha = 0.05$. This indicates that H_0 is

rejected and H_a is accepted. Based on these findings, it can be concluded that purchase intention influences purchasing decisions made by consumers significantly and positively. In other words, the greater the customers' interest in Ideania Flowery's products, the more likely they will go to the purchase stage. One important part of the customer decision-making process is purchase intention. In Ideania Flowery, buyers' interest in buying products is influenced by several things, such as product quality and variety, competitive prices, customer reviews, and attractive marketing strategies. High purchase intention indicates that customers feel interested in the product and are confident in it, so they are more likely to proceed to the purchase decision stage. The results of the analysis of perceptions of the purchase intention variable also support this finding: the average scores of 4.21 and 4.17 (I have a desire to buy Ideania Flowery products) given to respondents who consider that they have a purchase interest in Ideania Flowery products to recommend them to others are in the high category. This indicates that I would like to buy this product. This shows that Ideania Flowery's customers are very interested in their products because of the quality, aesthetics and emotional value attached to them, such as a bouquet of flowers designed for special moments and recommended to others. Customers who want to give a unique gift tend to choose a fresh flower bouquet from Ideania Flowery

because the product is considered unique, quality, and durable. This research is supported by previous research (Purwati & Cahyanti, 2022) showing that buying interest has a positive and significant influence on decisions in purchasing activities. However, this finding contradicts previous research (Rini Dian Sari et al., 2023) which found that in some cases, consumers with buying interest. The results showed that Ideania Flowery consumers' buying interest had a positive and significant effect on their purchasing decisions. Customers who have a great buying interest tend to be more easy to make purchasing decisions. Therefore, Ideania Flowery needs to continuously improve the factors that drive purchase intention, such as product quality, marketing strategy, and customer experience, to ensure that consumers' purchase intention can be converted into real purchase decisions. This strategy that focuses on strengthening purchase intention will help Ideania Flowery expand market share and increase customer loyalty.

Hypothesis 6 of SmartPLS mediation supports the results of this study. The results of the purchase intention analysis test show that the significance value for social influence is lower than $\alpha = 0.05$, which is 0.002 and the T-statistic of 3.204 is greater than the T-table of 1.96, and the P-value of 0.002 is less than 0.05 so that H_0 is rejected H_a is accepted. Based on these findings, it can be concluded that social influence has a

significant indirect effect on purchase intention, and purchase intention affects purchasing decisions. Therefore, purchase intention serves as a mediator that connects social influence with customer purchasing decisions. Consumers who are exposed to recommendations or encouragement from others, such as friends, family, or influencers, tend to have higher purchase intention, which in turn encourages them to make a purchase decision. In the context of entrepreneurship, this result confirms that social influence is not enough to drive purchase decisions in the absence of strong purchase intention. SMEs such as Ideania Flowery should be able to build consumer purchase intention through strategies that focus on creating product value, managing customer relationships, and utilising social media as a means to extend social influence. Purchase interest is a psychological factor that serves as a bridge between external stimuli, such as social influence, and actual purchasing behaviour. The results of the purchase intention variable analysis show that customers want to recommend Ideania Flowery products to others in the high category, with an average of 4.21 and 4.17, which indicates that I want to buy Ideania Flowery products. This shows that respondents who demonstrate social influence are able to involve purchase intention in making purchasing decisions, as shown by respondents who develop purchase intention towards Ideania Flowery products

by recommending the product to others; this purchase intention in turn encourages respondents to make purchases, and social influence from friends or family encourages them to make purchases. The results prove that purchase intention plays a significant mediating role in the influence of social influence on the purchase decision actions of Ideania Flowery consumers. This research shows that in the context of MSMEs such as Ideania Flowery, entrepreneurial strategies based on customer experience and product innovation become key factors to ensure that social influence can translate into strong purchase intention, which ultimately leads to purchase decisions.

Hypothesis 7 purchase interest can act as a mediator between the effect of product variation on purchasing decision actions. The results of this study were obtained through the use of SmartPLS mediation. The results of the purchase interest analysis test show that the significance value for product variety is smaller than $\alpha = 0.05$, which is 0.001, with a T-statistic of 3.596 greater than the T-table of 1.96, and a P-value of 0.001 smaller than 0.05 so that H_0 is rejected H_a is accepted. Based on these findings, it can be concluded that product variety has a significant indirect effect on purchase intention, and purchase intention further influences purchasing decisions. Thus, purchase intention serves as a mediating variable linking customers to product variety and their purchase decisions.

These results suggest that while product variety has the potential to influence purchasing decisions directly, the influence becomes stronger when mediated by purchase intention. This means that the variety of products offered by Ideania Flowery, such as fresh, dried, artificial, and snack bouquets, may attract consumers' attention, but it is their strong purchase intention that ultimately drives them to make a purchase decision. In the context of entrepreneurship, this finding confirms the importance of product innovation as part of MSME business strategy. Businesses like Ideania Flowery need to not only focus on adding product variations, but also on creating added value that makes consumers feel attracted and have a strong interest in buying. Purchase intention is the result of a combination of product attractiveness and positive emotions that consumers feel towards the product. The results of the variable analysis support this finding, namely product variations which show that the size variations in Ideania Flowery are in accordance with consumer needs which are in the high category with an average of 4.39 and 4.29 (the price of the products offered varies according to my budget and the appearance of Ideania Flowery products attracts my attention). This means that respondents in the influence of product variations are able to involve the purchasing decision-making process, this is reflected in respondents proving that the product

variations offered can make respondents interested so that they can increase respondents' buying interest, and this buying interest in turn encourages consumers to make purchases. and respondents really appreciate the product variations offered, which can positively influence their buying interest. The results show that purchase intention plays a significant mediating role in the effect of product variety on Ideania Flowery consumers' purchasing decisions. In the context of MSMEs such as Ideania Flowery, this result implies that success in increasing purchasing decisions depends not only on the variety of products offered, but also on the entrepreneur's ability to manage customer experience and build emotional relationships that encourage buying interest. Therefore, for Ideania Flowery, it is important to continue developing innovative and attractive products, as well as creating strategies that can increase consumer buying interest, such as creative marketing campaigns, product personalisation, and a pleasant shopping experience.

CONCLUSIONS

The results showed that social influence has a significant effect on buying interest of Ideania Flowery consumers, for product variations it has a significant effect on buying interest of Ideania Flowery consumers, social influence has a significant influence on purchasing decisions of Ideania Flowery

consumers, product variations do not have a significant effect on purchasing decisions of Ideania Flowery consumers, buying interest has a significant effect. on purchasing decisions of Ideania Flowery consumers, and purchase intention acts as a mediator in the influence of social influence on purchasing decisions, and purchase intention acts as a mediator in the influence of product variations on purchasing decisions of Ideania Flowery consumers. It is hoped that this research will be useful for related companies or industries, especially in terms of input regarding the influence of social influence and product variations on purchasing decision actions with purchase intention as a mediating variable. This research can provide a better understanding of how these two factors influence purchasing decisions. Thus, companies can design more effective marketing strategies and provide more options to consumers. In addition, it is expected that this research will serve as a reference for future research that discusses the influence of social influence on people's decision to buy Ideania Flowery products. Not only that, this research is expected to serve as a reference source for research that discusses social influence on product variations and purchasing decisions, with purchase intention as an intervening variable. This research provides benefits in broadening insights and understanding of entrepreneurial concepts, especially related to how social influence and product

variations affect purchasing decisions with buying interest as an intervening variable. This research also provides valuable experience in understanding the dynamics of

MSMEs, especially how entrepreneurial strategies can be applied to overcome business challenges in an era of competitive competition.

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