THE INFLUENCE OF PRODUCT DIVERSITY, BRAND IMAGE, LIFESTYLE AND PROMOTION IN IMPLEMENTING CONSUMER BUYING INTEREST AT SALON SANS WELLNEESS BATAM

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Abstract

This study aims to analyze the relationship between product diversity, brand image, lifestyle, and promotion with consumer purchase interest at Salon Sans Wellness Jodoh Batam, both individually and collectively. The population of this research consists of all consumers of Salon Sans Wellness Jodoh Batam, totaling 400 in January. A sample of 80 respondents was selected using the accidental sampling technique. The results indicate a significant positive influence of product diversity, brand image, lifestyle, and promotion on consumer purchase interest. Based on multiple regression analysis, brand image is found to be the most influential factor on consumer purchase interest. Additionally, the research instruments met the validity and reliability requirements. These findings highlight the importance of brand image in shaping consumer purchase interest.

Keywords: Product diversity, brand image, lifestyle, promotion and purchase interest

1. INTRODUCTION

In the era of globalization, service is the main element in the Company. Companies are required to provide services that meet optimal service standards. This is as *accountability* Companies to be able to compete with other companies. The company is a form of service organization that is comprehensive, covering aspects *promotive, preventive, curative and rehabilitative,* and as a consumer reference center.

The company was declared successful, not only because of the completeness of the superior facilities, but also lifestyle and human resource services, which are elements that have a significant influence on the services produced and perceived by consumers. If these elements are ignored, in a short time, the company will lose many customers and be shunned by potential customers. consumers will switch to other companies that meet consumer expectations, this is because consumers are a very lifestyle asset in developing the company.

The basic essence of the Company is to fulfill the needs and demands of consumers who expect their problems to be resolved by the Company. Consumers view that only the Company is able to provide services as an effort to resolve and restore the problems they experience. Consumers expect service that is ready, fast, responsive and comfortable when responding to consumer complaints. In meeting consumer needs, excellent service is the mainstay of service at the Company. Service in the Company will be achieved if all of the Company's human resources have special skills, including understanding complaints in depth, having an attractive appearance, a friendly and friendly lifestyle, being responsive

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(sensitive) to consumers, mastering their work, promoting effectively and being able to respond to consumer complaints professionally.

The excellent service strategy is that every company must take a complete quality approach that is oriented towards consumer buying interests, so that the company continues to exist, amidst the increasingly strong growth of the service industry. The Company's efforts to survive and develop are by improving service to consumers. This is because consumers are the source of income that the Company is waiting for, either directly (*out of pocket*) or indirectly. Without consumers, the Company cannot survive and develop considering the Company's high operational costs. The company uses various methods to increase consumer visits, so the company must be able to display and provide services, so that the impact that arises will create loyalty in consumers so that consumers will come back to use the company's services.

Consumer buying interest depends on promotions. Service is all the efforts made by employees to fulfill the desires of consumers with the services they provide. A service is said to be good by consumers, determined by the fact whether the service provided can meet consumer needs, using the consumer's perception of the service received (satisfactory or disappointing, also including the length of service time). Satisfaction starts from the acceptance of consumers from the first time they arrive, until the consumer leaves the Company. Services are formed based on 5 principles *Service Quality yai*that's speed, accuracy, lifestyle and service promotion.

Consumer dissatisfaction is defined as a complaint against the Company, including the services provided by the Company's personnel and the structure of the employee system. Consumers expect good, polite, friendly, comfortable interactions with existing employees, so that the competence, qualifications and good personality of the waiters. The main factors influencing consumer purchasing interest are the completeness of office equipment, adequate company buildings and facilities, completeness of supporting facilities for services.

In the Company, the resources that contribute the most to support customer satisfaction, one of which is employees. Employees have a big influence in determining promotions. Employees are the spearhead of service to consumers and their families in the Company, because their meetings with consumers are the most frequent. When employees provide customer service, sometimes the influence of the characteristics possessed by consumers, starting from age, gender, education, income or occupation, and so on, may make the service situation provided by employees different because consumers may have different expectations based on their characteristics. that they have. Employees are expected to be able to understand consumer characteristics based on personal matters and the type of service provided by consumers, as a reference for employees in approaching consumers.

In the case of personnel, employees should have standards in providing services to consumers, especially if the characteristics of each person and the consumers they are responsible for in the class of staff they are responsible for are increasingly diverse, are there differences in how to provide services by looking at the characteristics of different consumers, for example if consumers coming from exclusive classes and ward classes, it is hoped that there will be a standard employee service concept by considering different consumer conditions. All employee service actions are carried out continuously in order to

improve service quality so that consumer buying interest arises and it is possible to form consumer loyalty. A number of empirical studies have concluded that consumer purchasing interest is positively related to perceptions of the service quality of a service. If the consumer's perception is good and positive regarding the service received, satisfaction will occur, if the opposite happens, dissatisfaction will occur.

A phenomenon that often occurs in several companies, especially in relation to employee services, is the gap between the brand image of ideal employees and actual employees. This is due to high consumer demands, or due to low employee abilities, or weak employee knowledge and skills in serving consumers. Remembering that employees' duties are very important, namely carrying out excellent service tasks efficiently and effectively.

It is realized that consumers as consumers are individuals who have freedom of lifestyle, opinion and taste in determining product diversity choices. Consumers are also faced with various stimuli that shape perceptions, lifestyles or behavior. Consumer reactions to stimuli depend on how the stimulus is processed. In this process, stimuli are received, interpreted, stored in memory and released again in the form of reactions and actions, which ultimately causes consumers to take different consumer buying interests from each other. Where consumers will weigh and analyze first before deciding which product diversity is worth buying to meet their needs.

Consumer buying interest is influenced by many factors, including employee skills. Because the employees here function as personal liaisons between the Company and consumers through their expertise in informing about the diversity of the Company's products and services, providing services to consumers through technical assistance and consulting on consumer problems with the Company. Therefore, the skills of these employees can encourage the Company to continue making efforts to build consumer buying interest.

Service quality in corporate institutions such as the Company has become a topic that has been discussed a lot lately. This is inseparable from the increasing number of factories, companies and corporate centers that exist and the increasing number of consumers using their facilities to obtain good service. Institutions that were initially primarily social public service units were forced by various changes in institutions to develop competitive strategies.

Service quality and consumer purchasing interest are indicators of the success of service delivery in the Company. On the other hand, in the form of service that is currently developing, service quality is becoming increasingly complicated and quite difficult to measure, because the visible results are the resultant of various influencing factors.

Based on the background description previously stated, the problem of this research can be formulated as follows:
1. Is there an influence of product diversity on consumer purchasing interest?
2. Is there an influence of brand image on consumer buying interest?
3. Is there an influence of lifestyle on consumer buying interest?
4. Is there an influence of promotions on consumer buying interest?
5. Is there an influence of product diversity, promotion, lifestyle and promotion together on consumer buying interest?

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In general, this research aims to obtain information regarding the relationship between independent variables, namely; product diversity (X_1), brand image(X_2), lifestyle (X_3), and promotion (X_4) with the dependent variable, namely consumer purchasing interest (Y) Salon Sans Wellneess Jodoh Batam, both individually and collectively.

Specifically, this research aims to:

1. To find out the effect of product diversity on consumer purchasing interest at Salon Sans Wellneess Jodoh Batam?
2. To find out the influence of brand image on consumer purchasing interest at Salon Sans Wellneess Jodoh Batam?
3. To find out the influence of lifestyle on consumer purchasing interest at Salon Sans Wellneess Jodoh Batam?
4. To find out the effect of promotions on consumer purchasing interest at Salon Sans Wellneess Jodoh Batam?
5. To find out the influence of product diversity, promotion, lifestyle and promotion together on consumer purchasing interest at Salon Sans Wellneess Jodoh Batam?

2. IMPLEMENTATION MODEL

From the theoretical explanation above, the variables in this research are product diversity, promotion, friendliness and promotion as independent (free) variables and consumer buying interest as the dependent (bound) variable.
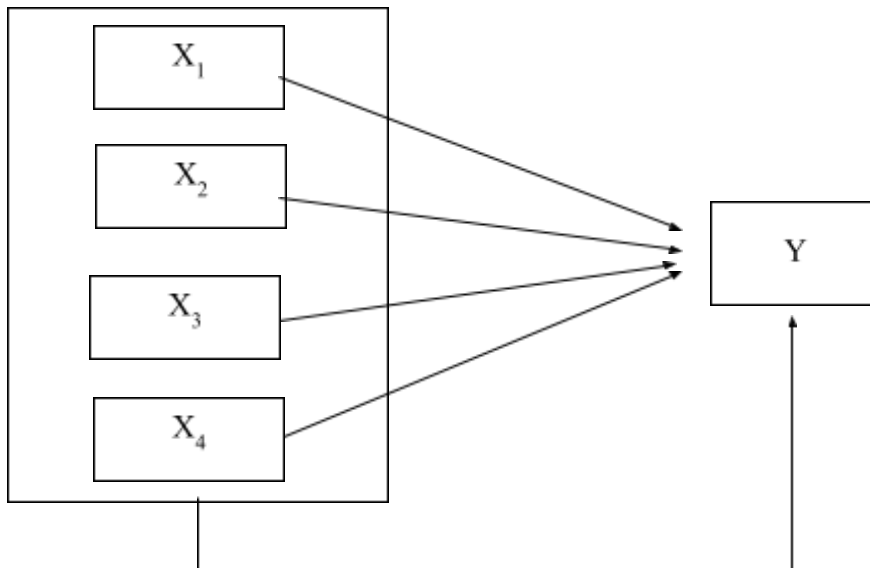
Information:
X_1 : product diversity
X_2 : Brand image
X_3 : lifestyle
X_4 : promotion
AND : Consumer buying interest

To obtain empirical data regarding the observed variables, this research used a set of instruments in the form of questionnaires. Questionnaires are used to collect information about product diversity, product diversity, lifestyle, promotions and consumer buying interest.

The conception underlying the preparation of the instrument departs from the research variable indicators which are derived from dimensions based on the theory of each variable that has been constructed. Next, the indicators or grid are explained into several questions/statements, according to the meaning contained in the indicators.

The research instrument in the form of a questionnaire (questionnaire) on the variables of product diversity, product diversity, lifestyle, promotions and consumer buying interest will be described in detail as follows:

a. *Conceptual Definition*

Consumer buying interest is an individual's feeling of happiness and satisfaction due to the fulfillment of expectations or desires in receiving services.

The indicators are; 1) lifestyle approach of staff to consumers, 2) Quality of staff received by consumers, 3) Administrative procedures, 4) Waiting time, and 5) Facilities provided.

b. *Operational Definition*

Consumer buying interest is an activity to see the consumer's lifestyle and their feelings towards the services provided by consumers, which is measured using a questionnaire, values or scores obtained using a Likert Scale in the form of a scale with five choices and consisting of 5 statement items. The consumer buying interest score is obtained from the total score of 5 statement items with a theoretical score range between 5 and 25.

c. *Some instrument*

From the conceptual definition described above, the indicators measured in this variable are consumer buying interest which originates from: 1) lifestyle approach of staff to consumers, 2) Quality of staff received by consumers, 3) Administrative procedures, 4) Time waiting, and 5) Facilities provided.

a. *Conceptual Definition*

Product diversity here means that the implementation of services must be completed on time. The measurement indicators are 1) product diversity in initial service, 2) product diversity in implementing actions, 3) product diversity in providing excellent service, 4) product diversity in utilizing existing facilities, and 5) product diversity in making decisions .

b. *Operational Definition*

Product diversity is an activity to see consumers' views on product diversity in services which is measured using a questionnaire, values or scores obtained using a Likert Scale in the form of a scale with five choices and consisting of 5 statement items. The product diversity score is obtained from the total score of 5 statement items with a score range between 5 and 25.

From the conceptual definition and operational definition described above, the indicators measured in this product diversity variable are1) product diversity in service, 2) product diversity in service implementation, 3) product diversity in service delivery, 4) product diversity in utilizing existing facilities, and 5) product diversity in taking service actions.

a. *Conceptual Definition*

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The sales brand image is the ability to provide promised services promptly, accurately, reliably and satisfactorily. While the measuring indicators are; (1) accuracy of service, (2) accuracy and adequacy of service, (3) complete consumer records and documents, (4) continuous employee coordination for all family members, and (5) adequate equipment with professional service.

b. *Operational Definition*

Brand image is an activity to determine consumer lifestyles regarding the level of sales brand image given by consumers, which is measured using a questionnaire, values or scores obtained as employee assessments using a Likert Scale in the form of an employee assessment scale with five choices and consisting of 5 statement items. describe product diversity. The sales brand image climate score is obtained from the total score of 5 statement items with a score range between 5 and 25.

c. *Some instrument*

From the conceptual definition described above, the indicators measured in this variable are the sales brand image which originates from; (1) accuracy of service, (2) accuracy and adequacy of service, (3) complete consumer records and documents, (4) continuous staff coordination for all family members, and (5) adequate equipment with professional service. These indicators were developed into 5 instrument items.

a. *Conceptual Definition*

Lifestyle is an effort to fulfill the needs and desires of consumers/consumers and the accuracy of their delivery in keeping with the expectations of consumers/consumers, which include; (1) speed in completing work, (2) kready to help consumers according to their needs, (3) providing individual attention to consumers, (4) ksincerity of service provided by employees to consumers, and (5) kemployee concern for solving problems faced by consumers.

b. *Operational Definition*

Lifestyle is an activity to see the consumer's view of the lifestyle of a consumer employee in providing services which is measured by values or scores obtained using a Likert Scale which is in the form of a scale with five choices and consists of 5 statement items. The lifestyle score is obtained from the total score of 5 statement items with a score range between 5 and 25.

a. *Conceptual Definition*

Promotion is a continuum of feelings from the most comfortable to the least comfortable which is assessed based on each individual's perception of something where comfort for certain individuals may be different from other individuals. The promotion is measured by; 1) atmosphere of the waiting room, 2) noise in the village area 3) lighting of the waiting room, 4) cleanliness of the waiting room, and 5) security of the Company's waiting room.

b. *Operational Definition*

Promotion is an activity to see consumers' views on the comfort they receive in connection with customer service, the measurement of which is carried out using a questionnaire, values or scores obtained using a Likert Scale in the form of a scale with five choices and consisting of 5 statement items. The promotion score is obtained from the total score of 5 statement items with a score range between 5 and 25.

From the conceptual definition and operational definition described above, the indicators measured in this promotion variable are; 1) waiting room atmosphere, 2) waiting room noise, 3) waiting room lighting, 4) waiting room cleanliness, and 5) room security.

The research analysis technique used is simple and multiple regression analysis. This technique is used to answer problems related to which factors are the most dominant influencing consumer buying interest and to find out to what extent the independent variables that researchers suspected at the beginning of the research influence consumer buying interest.

A measurement scale is an agreement that is used as a reference to determine the length and shortness of the intervals in the measurement, so that if the measuring instrument is used in the measurement it will be able to produce quantitative data. With this measurement scale, the variable values measured by this instrument can be expressed in numerical form so that it will be more accurate, efficient and communicative. The most frequently used way to determine scores is to use a Likert scale. The way to measure it is by providing answers, the Likert scale is used to measure the lifestyle, opinions and perceptions of a person or group of people about a social phenomenon. In scoring, each answer given by the respondent is given a score using a Likert scale. Furthermore, in the Likert scale procedure using ordinal measurements and with weights according to values from 1 to 5 with the following criteria:

Table .1
Research Instrument Rating Weight

Statement	Mark
Strongly agree	5
Agree	4
Doubt - doubt	3
Don't agree	2
Strongly Disagree	1

Next, the scores will be added up according to the order of the statement numbers. In a questionnaire, testing must be carried out, the analysis used is as follows:

1. Descriptive Analysis

Descriptive analysis is a method related to collecting and presenting a group of data so that it provides useful information. This descriptive analysis is used for further analysis purposes.

2. Validity Test

Validity as a data collection tool according to Sugiyono (2012), construct validity is the method used to provide an assessment of the questionnaire, namely through the correlation of product moment diversity, between the score of each question item and the total score. The formula used is as follows:

$$r_{xy} = \frac{n\Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{\{n\Sigma X^2 - (\Sigma X)^2\}\{n\Sigma Y^2 - (\Sigma Y)^2\}}}$$

Information :

r   =   Reliability coefficient

X   =   Statement Score

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AND   =   Shoes Total
n   =   Number of samples

3.   Reliability Testing

Reliability tests are carried out to determine the consistency of the degree of dependability and stability of the measuring instrument. From the results of the reliability test carried out with the SPSS 16.0 program, the questionnaire is said to be reliable if it provides a Cronbach Alpha > 0.60. Decision making criteria:
a.   A variable is declared reliable if it provides a Cronbach Alpha value > 0.60.
b.   A variable is declared unreliable if it provides a Cronbach Alpha value <0.60.

4.   Simple Multiple Linear Regression Analysis

The research data used by researchers in this study are variables related to the hypothesis formulated. The basic model used in this research is:

$$AND_i = \beta 0 + \beta_1 X_{1i} = b_2 X_{2i} + b_3 X_{3i} + b4 X4_i + ei$$

Information :
1.   Product diversity variables (X_{1i})
2.   Brand Image Variables (X_{2i})
3.   Lifestyle Variables (X_{3i})
4.   Promotion Variables (X_{4i})
4.   Consumer buying interest variable (AND_i)
Koefisien $\beta 1$, $\beta 2$, $\beta 3$ dan $\beta 4$ shows the short-term coefficient value of variable X_{1i}, $X_{2i,}$, X_{3i}

and X_{4i}. This model is shown to determine the level of significance and elasticity value of changes in each explanatory variable that will influence consumer buying interest.

5.   Hypothesis Testing

The accuracy of the sample regression function in estimating actual values can be measured from *Goodness of Fit*his. Statistically, at least this can be measured from the coefficient of determination value, the F statistical value, and the t statistical value. Statistical calculations are said to be statistically significant if the statistical test value is in the critical area (the area where Ho is rejected). It is better to say that it is not significant if the statistical test value is in the area where Ho is accepted (Ghozali, 2019)
a.   Simultaneous Significance Test (F Statistical Test)
The F statistical test basically shows whether the independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2019).
The hypothesis used in this research is:
I have : $\beta_1 = b_2 = 0$,   This means that the independent variables do not have a significant influence simultaneously or together on the dependent variable.
Ha : $\beta_1 \neq b_2 \neq 0$,   This means that the independent variables have a significant influence together on the dependent variable.
Decision-making criteria as follows:
1)   If the probability of significance > 0.05, then Ho is accepted and Ha is rejected.
2)   When the probability of significance < 0.05, then Ho is rejected and Ha is accepted.

By comparing the F values$_{count}$ with F_{table}, when $F_{table} > F_{Count}$, then Ho is accepted and Ha is rejected, when $F_{table} < F_{count}$, then Ho is rejected and Ha is accepted.

b. Individual Parameter Significance Test (t Statistical Test)

The t statistical test shows how far the influence of the independent variables included in the model has a joint influence on the dependent variable (Ghozali, 2019).

The hypothesis used in this research is:

I have : $\beta_0 = 0$, This means that the independent variables individually do not have a significant influence on the dependent variable.

Ha : $\beta_1 \neq 0$,   This means that the independent variables individually have a significant influence on the dependent variable.

The basis for decision making is as follows:

If t table > t count, then Ho is accepted and Ha is rejected.

If t table < t count, then Ho is rejected and Ha is accepted.

By using significance probability figures:

1)   If the significance probability number is > 0.05, then Ho is accepted and Ha is rejected.

2)   If the significance probability number is <0.05, then Ho is rejected and Ha is accepted.

c.   Coefficient of Determination Test (R^2)

Coefficient of determination test (R^2) is used to measure how far the model's ability to explain the dependent variable. The coefficient of determination value is between 0 and 1. R value^2 small means the independent variable provides almost all the information needed to predict the dependent variable (Ghozali, 2019). The fundamental weakness of using the coefficient of determination is that it biases the number of dependent variables included in the model. Therefore, many researchers recommend the adjusted R value^2 when evaluating which regression model is the best because of the adjusted R value^2 can increase or decrease if one independent variable is added to the model (Ghozali, 2019)

3.   RESEARCH RESULTS AND DISCUSSION

3.1 Instrument Validity and Reliability Test

A trial of the research instrument was carried out to select valid instrument items. By obtaining the validity of each item, it can be known for certain which items do not meet the requirements in terms of their validity.

3.2 Validity Test

The instruments tested were analyzed with the aim of selecting valid items. Analysis of the instrument provides information on the items answered with assessments that are not much different from those of most company employees, as well as informing which items from the items provided can represent indicators of the variables being measured.

To see the relationship between the score of each item and the total score in this variable, the Pearson formula is used.*Product Moment*".   Whether an item is valid or not is determined by a comparison between the correlation coefficient and the r table. If the correlation coefficient is greater than r table, then the item is declared valid, conversely if the correlation coefficient is lower or equal to r table then the item is declared invalid.

3.3 Reliability Test

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Reliability shows an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. A good instrument will not direct respondents to choose certain answers. Instruments that are reliable will produce reliable data too. If the data really matches reality, then no matter how many times it is taken it will still be the same. Reliable means trustworthy, so reliable. (Suharsimi Arikunto, 2006)

A research instrument is said to be reliable if it has an alpha value greater than 0.60. To test the reliability of the instrument, the Alpha Cronbach reliability coefficient was used, which was calculated using the reliability procedure in the SPSS for Windows version 17.00 program package. Of all the questions asked by the researcher, namely 24 questions from 4 independent variables and 1 dependent variable, each with 4 questions, the result was that all questionnaire questions were declared RELIABLE. So that all the questionnaire questions can be processed properly.

Table 2
Reliability Test Results

No.	Variable	Reliability Value (Cronbach Alpha)	Table Parameters	Information
1	Product diversity	0,782	0,600	Reliable
2	Brand image	0,746	0,600	Reliable
3	Lifestyle	0,746	0,600	Reliable
4	Promotion	0,740	0,600	Reliable
5	Interested in buying	0,797	0,600	Reliable

Source: SPSS viewer processed data

3.4. Descriptive Data

In this research, the data collected is data from five variables, including buying interest as the dependent variable, product diversity, brand image, lifestyle and promotion as the independent variable. Carrying out research by distributing research instruments to TIKI sei employees. hot Batam as many as 80 employees. The description of each research variable can be explained as follows:

3.4.1. Interested in buying

Purchase interest was obtained from distributing research instruments to employees which included; 1) Diversity of product approaches from staff to consumers, 2) Quality of staff received by consumers, 3) Administrative procedures, 4) Waiting time, and 4) Diversity of products provided. From the five instrument items, data was obtained for 80 respondents. After statistical processing it shows the following results: The minimum value obtained is 12 and the maximum value is 23 from the calculated range. The next calculation, gives the average value ($\overline{Y}$) is 18.36, the mean or Median (Me) is 19 and the Mode (Mo) is 17, 19 and 21, the standard deviation is 2.47 and the variance is 6.61.

3.4.2. Product diversity

Product diversity as the first independent variable is described in the instrument items as follows; (1) accuracy of service, (2) accuracy and adequacy of service, (3) complete consumer records and documents, (4) continuous employee coordination, and (4) adequate equipment with professional employees. Based on the data obtained after statistical processing, it shows the following results: the minimum value obtained is 13 and the maximum value is 24 from the calculated range. The next calculation gives the average value (X_1) 18.96, the mean value or Median is 19 and the Mode is 20, the standard deviation is 2.24, and the variance is 4.99.

3.4.3. Brand image

Brand image as the second independent variable is described in the instrument items as follows; (1) accuracy of service, (2) accuracy and adequacy of service, (3) complete consumer records and documents, (4) continuous staff coordination, and (4) adequate equipment with professional employees. Based on the data obtained after statistical processing, it shows the following results: the minimum value obtained is 14 and the maximum value is 24 from the calculated range. The next calculation gives the average value (X_2) of 19.16, the mean value or Median (Me) is 19 and the Mode (Mo) is 20, the standard deviation is 2.14, and the variance is 4.62.

3.4.4. Lifestyle

Lifestyle as the third independent variable is described in the instrument items as follows; (1) speed in completing work, (2) kready to help consumers according to their needs, (3) providing individual attention to consumers, (4) ksincerity of service provided by employees to consumers, and (4) kemployee concern for solving problems faced by consumers. Based on the data obtained after statistical processing, it shows the following results: the minimum value obtained is 14 and the maximum value is 24 from the calculated range. The next calculation gives the average value (X_3) 19.03, the mean value or Median (Me) is 19 and the Mode (Mo) is 20, the standard deviation is 2.21, and the variance is 4.89.

3.4.5. Promotion

Promotion as the fourth independent variable is described in the instrument items as follows; 1) room atmosphere, 2) room noise, 3) room lighting, 4) room cleanliness, and 4) room security. Based on the data obtained after statistical processing, it shows the following results: the minimum value obtained is 14 and the maximum value is 23 from the calculated range. The next calculation gives the average value (X_3) 19.91, the mean value or Median (Me) is 20 and the Mode (Mo) is 19, and the standard deviation is 1.47.

4.4. Hypothesis Testing
4.4.1. Simultaneous Multiple Correlation and F Test

Based on the results of multiple linear regression analysis between pairs of product diversity data (X_1), Brand image (X_2), Lifestyle(X_3), and Promotion (X_4) on Purchase Interest (Y), as shown in the attachment, it is known that the value of the multiple regression coefficient $b_1 = 0{,}374$, $b_2 = 0{,}210$, $b_3 = 0{,}314$, $b_3 = 0.484$, with a constant value of -10.382. Thus the form of influence of product diversity (X_1), Brand image (X_2), Lifestyle(X_3), and Promotion (X_4) on purchasing interest (Y) can be described by the

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regression equation, namely: $\hat{Y} = -10,382 + 0,374X_1 + 0,210X_2 + 0,314X_3 + 0.484X_4$. The results of these calculations can be seen in the SPSS results table as follows;

Table 3
Multiple Regression Coefficient Value

Coeffici a

M		Unstandardized Coefficients		Standardized Coefficients	t	S
		B	Std. Error	Beta		
1	(Const	-10.	.		-5.	i g .
	Keberagaman	.	.	e t a .	4.	.
	Citra	.	.	.	1.	.
	Citra	.	.	.	1.	.
	Pro				5.	
	Deii	4	1	4	3	0

a Dependent Variable: Minat

Source: Respondent Raw Data, 2023

To find out whether the regression line equation model can be used to draw conclusions or whether the regression line equation is significant or not, it can be tested using analysis of variance (F-test). The research results show that the regression equation is very significant because F_{count} smaller than $F_{table\ (4.74)}$ (60.237 > 2.40). A summary of the results of the variance analysis can be shown in the following table:

Table 4.
Analysis of Variance (ANOVA) for Multiple Regression

$$\hat{Y} = -10,382 + 0,374X_1 + 0,210X_2 + 0,314X_3 + 0.484X_4$$

AN b

M		Sum of Squares	df	Mean Square	F	S
1	Regres	398.	4	99.	60.	i g . a
	Resi	124.	7	1.		
	T	522.	7			

a Predictors: (Constant), Promosi, Keberagaman produk, Citra
   Merek,
b Dependent Variable: Minat
   Deii

Source: Respondent Raw Data, 2023

Multiple correlation analysis of product diversity data pairs (X_1), Brand image (X_2), Lifestyle(X_3), and Promotion (X_4) on Purchase Interest (Y) produces a double R correlation coefficient of 0.873. This means that buying interest is influenced by these independent variables. This means higher product diversity in serving consumers, the

higher the brand image, the higher the lifestyle of the staff, and the higher the promotion, the higher the buying interest. The calculation results can be seen in the following table:

Table 5
Value of Correlation Coefficient and Determination Coefficient

M	R	R Squar	a	Adju sted Squar	Std. Error of Estimate
1			a		

a   Predictors: (Constant), Promosi, Keberagaman
     Produk, Merk, Citra

Source: Respondent Raw Data, 2023

To determine the magnitude of the contribution of the product diversity variable (X_1), Brand image (X_2), Lifestyle(X_3), and and Promotion (X_4) on purchasing interest (Y) can be done by squaring the correlation coefficient. The result of squaring this quantity is 0.763. Thus it can be concluded that the large contribution of product diversity (X_1), Brand image (X_2), Lifestyle(X_3), and and Promotion (X_4) together with buying interest (Y) is 76.3%, in the sense that 23.7% others are influenced by other variables not observed in this study.

4.4.2. Correlation Test for Each Variable

The next calculation is to find the correlation coefficient of each variable with the following results;

1. The results of simple linear regression analysis calculations of product diversity data pairs with purchase interest show that the regression coefficient b value obtained is 0.783 and the constant value a is 3.420. Thus, the regression equation between the product diversity variable and buying interest is $\hat{Y} = 3{,}420 + 0{,}783X_1$. More details can be seen in the following table;

Table 6.
X Coefficient Value$_1$ over Y

M		Unstandardi zed Coeffici ents		Standardi zed Coeffici ents	t	S i g
		B	Std. Error	Beta		
1	(Const	3.		e	1.	i
	Keberagaman			t	8.	g
	Dependent	3	5	0	1	0

a   Dependent Variable: Minat

Source: Respondent Raw Data, 2023

Table 7.

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X Correlation Coefficient Value₁ over Y

Model

M	R	R	Adjusted R Squar	Std. Error of Estimate
1		.ᵃ Squar	Squar	.89

a Predictors: (Constant), Keberagaman
produk   0   3   6

Source: Respondent Raw Data, 2023

A simple correlation calculation of the variable data pair Product diversity and Purchase Interest (Y) produces a correlation coefficient r of 0.680. To find out whether the correlation coefficient r obtained is significant or not, a test was carried out using the "t" test analysis. The results of the "t" test analysis obtained the t value$_{count}$ amounting to 8,201. If this value is consulted with the t value$_{table (0.04)}$ t value is obtained$_{table}$ amounting to 1.671. This shows that the correlation coefficient between product diversity (variable₁) with purchase interest (variable Y) is very significant.

The results of this simple correlation analysis mean that there is an influence of product diversity on purchasing interest.

Strength of relationship between product diversity (variable₁) with Purchase interest (variable Y) can be known from the results of calculating the coefficient of determination. The coefficient of determination value is 0.463. This value gives the understanding that 46.3% of the variation in the Purchase Interest variable is explained by the Product Diversity variable.

2. The results of simple linear regression analysis calculations of brand image and purchase interest data pairs show that the regression coefficient b value obtained is 0.883 and the constant value a is 1.437. Thus, the regression equation between the brand image variables and purchase interest is $\hat{Y}$ = 1,437 + 0,883X₂. More details can be seen in the following table;

Table 8.
X Coefficient Value₂ over Y

Coefficiᵃ

M		Unstandardized Coeffici ents B	ents Std. Error	Standardized Coeffici ents Beta	t	Sig
1	(Const Citra	1. .	. .	e t	. 9.	i g
		3	1	8	2	0

a Dependent Variable: Minat
Beli

Source: Respondent Raw Data, 2023

Table 9
X Correlation Coefficient Value₂ over Y

Model

M	R	R	Adjusted R Squar	Std. Error of Estimate
1	. a	Squar	Squar	
		8	5	9

a   Predictors: (Constant), Citra

Source: Respondent Raw Data, 2023

A simple correlation calculation of the variable data pair Brand Image and Purchase Interest produces a correlation coefficient r of 0.738.   To find out whether the correlation coefficient r obtained is significant or not, a test was carried out using the "t" test analysis.   The results of the "t" test analysis obtained the t value$_{count}$ amounting to 9,662.   If this value is consulted with the t value$_{table\ (0.04)}$ t value is obtained table amounting to 1.671.   This shows that the correlation coefficient between brand image (variable$_2$) with purchase interest (variable Y) is very significant.

The results of this simple correlation analysis mean that there is an influence of brand image on buying interest.

The strength of the relationship between brand image (variable$_1$) with Purchase interest (variable Y) can be known from the results of calculating the coefficient of determination.   The coefficient of determination value is 0.444.   This value gives the understanding that 44.4% of the variation in the Purchase Interest variable is explained by the Brand Image variable.

3.   The results of simple linear regression analysis calculations for pairs of Lifestyle data with Purchase Intentions show that the regression coefficient b value obtained is 0.864 and the constant value a is 1.934.   Thus the regression equation between the Lifestyle variable and Purchase Interest is $\hat{Y} = 1.934 + 0.864X_3$.   More details can be seen in the following table;

Table 9
X Coefficient Value$_3$ over Y

Coefficie a

M		Unstandardized Coefficients		Standardized Coefficients	t	S
		B	Std. Error	Beta		i g
1	(Const	1.	.	e t	1.	.
	Citra	.	.	.	9.	.
		4	8	2	0	0

a   Dependent Variable: Minat

Source: Respondent Raw Data, 2023

Table 10
X Correlation Coefficient Value$_3$ over Y

Table 12
X Correlation Coefficient Value$_4$ over Y

Model

M	R	R	Adjusted R Squar	Std. Error of Estimate
1		a	Squar	Squar	2.00

a   Predictors: (Constant),

Source: Respondent Raw Data, 2023

A simple correlation calculation of the Promotion variable data pair with Purchase Interest (Y), produces a correlation coefficient r of 0.632. To find out whether the correlation coefficient r obtained is significant or not, a test was carried out using the "t" test analysis. The results of the "t" test analysis obtained the t value$_{count}$ amounting to 7,200. If this value is consulted with the t value$_{table (0.04)}$ t value is obtained$_{table}$ amounting to 1.671. This shows that the correlation coefficient between Promotion (variable$_3$) with purchase interest (variable Y) is very significant.

The results of this simple correlation analysis mean that there is an influence of lifestyle on buying interest.

The strength of the relationship between Promotion (variable$_1$) with Purchase interest (variable Y) can be known from the results of calculating the coefficient of determination. The coefficient of determination value is 0.399. This value gives the understanding that 39.9% of the variation in the Purchase Interest variable is explained by the Lifestyle variable.

Thus, the variable with the greatest contribution is the Lifestyle variable, namely 44.1%.

4.5.   Discussion of Research Results

Based on the results of the hypothesis testing above, it turns out that the alternative hypothesis proposed is significantly acceptable. The results obtained can be explained as follows:

Hypothesis testing concludes that there is a significant positive influence on product diversity (X$_1$), Brand image (X$_2$), Lifestyle(X$_3$), and Promotion (X$_4$) against the buying interest (Y) shown by the value of F$_{count}$ amounting to 60,237. This value is much smaller than the F value$_{count}$ at the alpha significance level of 0.04, namely 2.40, or F = $60.237 < F_{0,04(4:74)} = 2.40$. The relationship pattern of the four variables is expressed by the multiple regression equation $\hat{Y}$ = -10,382 + 0,374X$_1$ + 0,210X$_2$ + 0,314X$_3$ + 0.484X$_4$. This equation provides information that every change in one unit of value in the independent variable will result in a change in purchasing interest.

The results of the multiple correlation analysis obtained a double correlation coefficient value of R$_{and}$ of 0.873. This value shows that the influence of product diversity (X$_1$), Brand image (X$_2$), Lifestyle(X$_3$), and Promotion (X$_4$) towards very high buying interest. The amount of contribution or variable contribution Product diversity (X$_1$), Brand image (X$_2$), Lifestyle(X$_3$), and Promotion (X$_4$) together can be seen through the coefficient of determination value of 0.763. The results of this analysis show that approximately 76.3 percent of the variation in changes in purchasing interest is determined/explained by

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product diversity. (X_1), Brand image (X_2), Lifestyle(X_3), and Promotion (X_4) together with the pattern of functional relationships as shown by the regression equation above. This means that if all employees are researched on Product Diversity, Brand Image, Lifestyle and Promotion together with Purchase Interest, then approximately 76.3 percent of the variation in pairs of scores for the three variables will follow a regression equation pattern.

$$\hat{Y} = -10{,}382 + 0{,}374X_1 + 0{,}210X_2 + 0{,}314X_3 + 0.484X_4.$$

If calculated per variable, the variable that has the most influence is the Lifestyle variable, which has a coefficient of determination of 44.1%. This means that lifestyle is the factor that most influences buying interest.

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