

ABSTRACT

The background to this research is due to high business competition in the food and beverage industry such as coffee shops. This is caused by various things, one of which is market demand which continues to change from time to time. Consumers are always interested in new things that are the center of attention of many people. This makes coffee shops have to innovate in order to compete with other coffee shops, such as by innovating product variations. The aim of this research is to determine the influence of Cookie Cup product variations on purchasing decisions. The subjects of this research were Monday Coffee consumers who wanted and had tried variations of the Cookie Cup product.

This research uses a quantitative approach with descriptive research methods. The data collection techniques used were through observation, interviews and distributing questionnaires. The questionnaire was distributed to 100 respondents. The data analysis techniques used are validity testing, reliability testing, simple linear regression testing, hypothesis testing, and coefficient of determination.

Based on the results of research that has been carried out on product variations and consumer purchasing decisions using the coefficient of determination test, it shows that the value of the coefficient of determination of internal research variables. Such as location, brand image can influence purchasing decisions.

There are obstacles faced by Monday Coffee. The price of Cookie Cups sold at Monday Coffee is high compared to other coffee shops. In appearance, the products sold at Monday Coffee only look attractive if there is an event or celebration of a certain holiday.

The researcher's suggestion for Monday Coffee is that it is hoped that Monday Coffee can further improve the quality of Cookie Cup and provide a comfortable place so that consumers will feel comfortable and can increase company sales.

Keywords : *Product Variations, Purchasing Decisions*