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## The impact of location, price, and diversity of products on buying interest in Omega Tirosa Store

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### ABSTRACT

This study aims to determine the relationship between variables, location, price, and product diversity on buying interest in Omega Tirosa Store in Denpasar City conducted in September 2019 to December 2019 by using respondents in Denpasar City. The number of samples taken was 150 respondents using the method of nonprobability sampling, i.e., purposive sampling. Location, Price, and Product Variability Variables were collected using a questionnaire. The results of the multiple linear regression analysis show that the Location, Price, and Product Variability variables have a positive and significant relationship to Purchase Interest shown by each value (Location, 0.103) (Price, 0.205) Product Diversity (0.236). Determination Coefficient Test results show that the Location, Price, and Product Variability Variables influence 17.1% of Purchase Interest, while 82.9% of other variables are not needed. The conclusions that can be drawn from this study are positive and significant locations on the buying interest of Denpasar Omega Tirosa Store, Positive and significant prices on the buying interest of Denpasar Omega Tirosa products, and Product diversity that is positive and significant on the buying interest of Denpasar Omega Tirosa Store, Location, Prices, and Product Diversity together positively and significantly towards buying interest in Omega Tirosa Store in Denpasar. This refers to research showing increasing consumer buying interest Omega Tirosa Store must pay attention to the selection of business locations, directing the prices given to consumers as well as the diversity of products supported.

**Keywords:** location, price, diversity of products, buying interest

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### INTRODUCTION

In the current era of globalization, it is very influential for entrepreneurs in running their business, where tight business competition forces entrepreneurs to implement and develop their competitive strategies well. The era of globalization as it is today has required entrepreneurs to make changes in all fields. One of the concerns is marketing. The higher level of competition in the business world and seeing this uncertain condition forces companies to achieve their competitive advantage in order to be able to win the competition in terms of consumer buying interest. To achieve this, entrepreneurs must apply the concept of a good marketing strategy, because a good marketing strategy is the spearhead of the company's success in attracting purchases from consumers and potential customers.

In running a company, entrepreneurs must know what factors consumers will consider so that consumers are interested in buying the products or services offered. Consumer buying interest is strongly influenced by the

determination of the location of the business being run, the price offered to consumers (Ghanitama, 2012), and the variety of products offered to consumers (Liwe, 2013).

The success of a company will certainly not be separated from the ability of management to foster consumer buying interest in the products or services offered. Purchase interest is related to what is called a person's feelings and emotions, if someone is satisfied and happy with using goods or services then it can increase buying interest, someone's dissatisfaction will usually eliminate interest. Buying interest owned by consumers is something that is very important for marketing activities, buying interest is a consumer behavior that underlies a purchasing decision to be made (Swastha & Irawan, 2001).

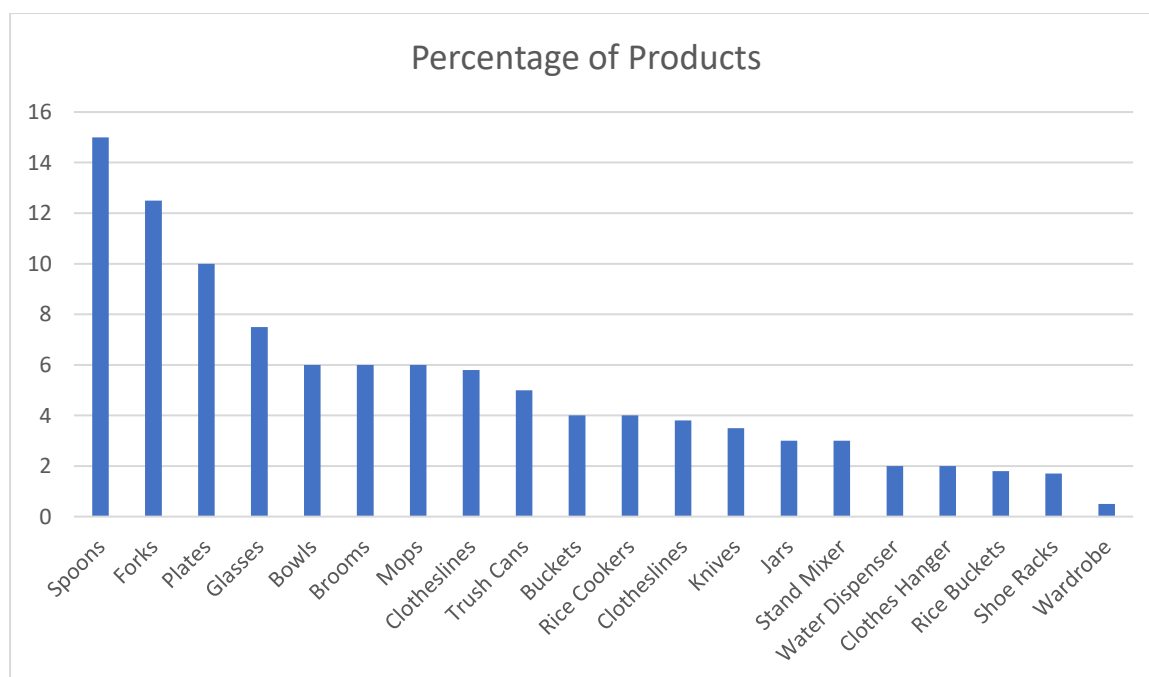
Purchase intention is a psychological force that exists within an individual, which has an impact on taking an action (Schiffman & Kanuk 2007). A product is said to have been consumed if the consumer has decided to buy it. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefits are greater than the sacrifice to get it, then the urge to buy it is higher. On the other hand, if the benefits are smaller than the sacrifices, usually the buyer will refuse to buy and will generally switch to evaluating other similar products. Consumer buying behavior is often initiated and influenced by many external stimuli, for example, marketing stimuli in terms of the location where consumers can get the product and the price and variety of products offered to consumers.

Location will definitely affect the purchase intention of a product offered to consumers. A location that is easily accessible by consumers and close to the center of the crowd is the right location for a business. It is possible that consumers will be interested in buying a product or service offered to them if the location of a business is easily accessible to by consumers. Alma (2003) suggests that the location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect. According to Suwarman (2004), a location is a place of business that greatly influences a consumer's desire to come and store. While the notion of location according to Kasmir (2009) is a place to serve consumers, can also be interpreted as a place to display merchandise.

A very important factor that can influence the decision to purchase is the price factor. According to Tjiptono, (2008) price is the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/usages needed to get a product. Price is the only element of the marketing mix that provides revenue for a company. The decision about the price is not easily conducted. On the one hand, a price that is too high can increase short-term profits, but on the other hand, it will greatly affect consumer buying interest. Meanwhile, if the price is too low, market share can soar. However, the net profit contribution margin obtained can be very small, even not sufficient to support the growth or expansion of the organization.

In addition to location and price, an equally important factor that must be considered by entrepreneurs in order to increase consumer buying interest is the product diversity factor, by having various/varied products can increase consumer buying interest because consumers can choose more products offered by the company, compared to if the company only has a limited number of products (Fur, 2013). Product variety or product diversity is not new in the world of marketing, where this strategy is widely used by marketing practitioners in their product launch activities. According to Kotler and Keller (2009), product variation is a separate expert in a brand or product line that can be distinguished based on size, price, appearance, or characteristics. Or product variations are the types or kinds of products available (Spark & Legault, 2005). Meanwhile, according to Tjiptono (2008), an item is a special unit within a brand or product line that can be distinguished based on size, price, appearance, or other attributes. Which is usually also called stock-keeping or product variations.

Omega Tirosa Store is a company engaged in trading household furniture, here are the products sold at Omega Tirosa Stores.



**FIGURE 1. Percentage of Products sold at Omega Tirosa Store**

Moreover, Omega Tirosa Store in running their business has not paid special attention to the factors in determining the location of the business, the prices offered to consumers, and the variety of products they have. The following are the sales of Omega Tirosa Store for the last five years which can be seen in the Table.

**TABLE 1. Omega Tirosa Store Sales Data 2014 – 2018**

No	Year	Sales Data
1	2014	Rp 2.877.000.000
2	2015	Rp 2.619.000.000
3	2016	Rp 2.834.000.000
4	2017	Rp 2.274.000.000
5	2018	Rp 2.564.000.000

Based on the table regarding sales data for Omega Tirosa Stores from 2014 – 2019, it can be seen that sales at Omega Tirosa Stores have increased and decreased every year which identifies that there is still instability in running their business. This makes the writer interested in investigating whether the effect that occurs if the Omega Tirosa Store pays more attention to the factors that can foster purchase interest at the Omega Tirosa Store, namely location, price, and product diversity can increase sales of the business being run.

## LITERATURE REVIEWS

### Buying Interest

According to the theory of Keller in Dwiyanti (2008), buying interest is how likely it is that consumers are attached to the buying interest. According to Kotler (2005), interest is an effective response or process of feeling or liking a product but has not made a decision to buy. According to Lamb et al., (2001), one way to develop buying interest is through promotion, namely communication that informs potential buyers of an income or something or obtains a response. According to Swasta in Kusrianto (2009), consumer buying interest is the actions and social relations carried out by individual consumers, groups, and organizations to assess, obtain and use goods through an exchange or purchase process that begins with a decision-making process that determines the action - the action. According to Suwandari (2008), the indicators of a prospective consumer's buying interest are attention, interest, desire, and action.

### Location

Location is the location of a store or retailer in a strategic area so as to maximize profits (Swastha & Irawan, 2000). Choosing a trading location is an important decision for a business that must persuade customers to come to the place of business to fulfill their needs. Location selection has a strategic function because it can participate

in determining the achievement of business entity goals.

The selection of the right business location will determine the success of the business in the future (Akhmad, 1996). The strategic location makes it easier for consumers to reach and also high security is guaranteed. Thus, there is a relationship between a strategic location and the attractiveness of consumers to purchase a product (Akhmad, 1996).

Location selection is an important competitive factor in attracting customers (Kotler, 2007). The first thing to do is to select the area where the Store will be opened, then a specific city, and then the location. The location is where the most hanging Store can be seen from the average number of people who pass through the store each day, and the percentage of people who stop by the store. The percentage of stopping and then buying and the value of purchases per sale (Kotler, 2007). According to Tjiptono (2006) in the research of Santoso and Widowati (2011), the location variable can be measured using some indicators which are location affordability, smooth access to the location, the proximity of the location to consumers, and the surrounding environment.

### **Price**

Price is the amount of money that is exchanged for a product or service, furthermore, price is the sum of all the values that consumers exchange for the number of benefits of having or using an item and service (Kotler & Armstrong, 2001). Price is something that is given up in exchange for goods or services. Prices are typically the exchange of money for goods or services. Also, time is sacrificed because they are waiting to get goods or services (Lupiyoadi, 2009).

Entrepreneurs usually strive to charge a price that will yield a reasonable profit. To make a profit, managers must choose a price that is equal to the perceived value of the target consumer. If a price is set too high in the minds of consumers, the perceived value will be smaller than the cost, and sales opportunities will be lost (Lupiyoadi, 2009). Rangkuti (2003) suggests price indicators are an appraisal of prices online, response to price increases, and the price of certain products compared to the same product in other places.

### **Product Diversity**

According to Kotler and Keller (2009), product diversity is a separate expert in a brand or product line that can be distinguished based on size, price, appearance, or characteristics. Besides, product diversity is the type or variety of products available (Spark & Legault, 2005). Meanwhile, according to Tjiptono (2008), an item is a special unit within a brand or product line that can be distinguished based on size, price, appearance, or other attributes. Which is usually also called stock-keeping or product variations.

Based on the understanding according to various experts, it can be concluded that product diversity is a company strategy by diversifying its products with the aim that consumers get the products they want and need. According to Kotler (2008) product diversity can be measured using several indicators including product completeness, product brand, product size variations, and product quality variations.

## **METHODS**

### **Location**

This research was conducted at Omega Tiroso Store which is located at Jl. Raya Sesetan No. 327 South Denpasar, the consideration for choosing Omega Tiroso Store as a research location is because Omega Tiroso Store is located in Denpasar City, where Denpasar City itself based on data from the Cooperatives and MSMEs Service is the city with the Highest Business Competition level in Bali Province.

### **Population**

The population is a generalization area consisting of subjects/objects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Sugiyono, 2014). The population of this study is the entire population of the city of Denpasar which according to the Central Statistics Agency of Denpasar City amounted to 483,700 people in 2019.

### **Sample**

The sampling method used in this study is the probability sampling method. Sugiyono, (2014) states that probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The sample in this study is all people in Denpasar City which is the target of Omega Tiroso Store, where the determination of the sample is determined by using 5-10 times the number of variables or indicators (Sugiyono, 2014). The indicators used in this study were 15 indicators, in this study a sample of 10 times the number of indicators was used, so the number of respondents used in this study was 150 respondents.

## Data

Based on its nature, the types of data used in this study can be grouped into two, namely as follows:

### 1. Quantitative data

Quantitative data in this study is growth data. Data on the number of respondents who filled out the questionnaire survey, and the results of the tabulation of respondents' answers to the questionnaire regarding Location, Price, Product Diversity and Purchase Interest.

### 2. Qualitative data

Qualitative data in this study is data obtained through respondents' answers to each statement Location, Price, Product Diversity, and Purchase Interest.

## Data Source

The data sources used in this study are primary and secondary data sources.

### 1. Primary source

The primary sources in this study came from respondents who provided responses to the questionnaire regarding the variables in the study.

### 2. Secondary source

Secondary sources in this study come from institutions or other parties that provide quoted data related to the topic of this research, such as sales data of Omega Tirosa Store.

## Technique of Collecting Data

The data in this study were collected through the distribution of research instruments in the form of a questionnaire. The distribution of the questionnaires was carried out directly by the researcher. The questionnaire consists of open-ended questions, namely the respondent's self-identity and statements related to research indicators.

## Instrument Test

A valid instrument is an instrument that can be used to measure what should be measured. The instrument must also be reliable, which means that the instrument can be used several times and there are still data similarities at different times, Sugiyono (2014). This research uses a questionnaire as primary data, it is necessary to test the validity and reliability so that the questionnaire is feasible to be used as an instrument in data collection.

### 1. Validity Test

Whether each item in the instrument is valid or not, it can be known by correlating the item score with the total score. The instrument is said to be valid if the correlation between the factor scores and the total score is positive and the value is more than 0.30 ( $r > 0.30$ ) (Sugiyono, 2014).

### 2. Reliability Test

The reliability test is useful for determining whether the questionnaire instrument can be used more than once, with the same respondent. The reliability test for this research instrument uses Cronbach's Alpha value, which is to determine the one-dimensionality of the statement items on the latent variables studied (Market Orientation, Differentiation Strategy, and SME Performance). Cronbach's Alpha value is declared reliable if the value is greater than or equal to 0.60 (Sugiyono, 2014).

## Classic Assumption Test

The classical assumption test is intended to determine whether the multiple linear regression model used in the analysis meets the classical assumptions or not. A multiple linear regression model is declared good if the data is free from classical assumptions. The classical assumption test used in this study is the multicollinearity, heteroscedasticity, and normality test (Gozali, 2013).

### 1. Multicollinearity Test

The multicollinearity test is to see whether or not there is a high correlation between the independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, then the relationship between the independent variables and the dependent variable will be disturbed. The purpose of the multicollinearity test is to test whether the regression model formed has a correlation of the independent variables or not. Can be tested with:

- Nilai TOL (Tolerance)  $\geq 10\%$
- VIF (Variance Inflation Factor)  $\leq 10$

Statistical tools that are often used to test for multicollinearity disorders are the Variance Inflation Factor (VIF), Pearson correlation between independent variables, or by looking at the Eigenvalues and Condition Index (CI).

Several alternative ways to solve the multicollinearity problem are as follows:

- Replacing or removing variables that have a high correlation.
- Increase the number of observations.
- Transforming data into other forms, such as natural logarithms, square roots, or, first difference delta forms.

## 2. Heteroscedasticity Test

The heteroscedasticity test is to see whether there is an inequality of variance from one residual to another observation. The regression model that meets the requirements is where there is a similarity in variance from the residuals of one observation to another, which is fixed or is called homoscedasticity. It can be tested in two ways, namely by graphs or by the Glejser method. An alternative solution if the model violates the assumption of heteroscedasticity is to transform it into a logarithmic form, which can only be done if all data are positive. Or it can also be done by dividing all variables by the variable experiencing heteroscedasticity disorders.

## 3. Normality Test

The normality test is to see whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed. So, the normality test is not carried out on each variable but on the residual value. There is often a common error, namely that the normality test is carried out on each variable. This is not prohibited but the regression model requires normality in the residual value not on each research variable.

Normal understanding can simply be analogous to a class. There are only a few students who are very stupid and very smart and most are in the medium or average category. If the class is all stupid then it's not normal, or the school is extraordinary. And conversely, if a class is very smart, then the class is not normal or is a superior class. Normal data observations will give a few extreme lows and extremely high values and mostly cluster in the middle. Likewise, the mean, mode, and median values are relatively close.

Normality test can be done by histogram test, P Plot normal test, Chi Square test, Skewness, and Kurtosis or Kolmogorov Smirnov test. There is no best or most appropriate method. The tip is that testing with the graphical method often causes differences in perceptions among several observers, so the use of normality tests with statistical tests is free from doubts, although there is no guarantee that statistical tests are better than graphical tests.

## Technique of Analyzing Data

Data analysis is an activity of grouping data based on variables from all respondents, tabulating data based on variables from all respondents, presenting data from each variable studied, and performing calculations to test hypotheses (Sugiyono, 2014). In this study, data analysis used multiple linear regression with SPSS version 25 software application.

### 1. Multiple Linear Regression Analysis

Multiple linear regression is a regression analysis that explains the relationship between response variables (dependent variable) and factors that affect more than one predictor (independent variable). In linear regression In multiple cases, there is one dependent variable (Y) and more than one dependent variable (X<sub>1</sub>, X<sub>2</sub>, ... X<sub>n</sub>). In business activities, multiple linear regression is more widely used, because many relevant business cases are solved by multiple regression. Multiple linear regression analysis is actually the same as simple linear regression analysis, only that there is more than one independent variable. The general equation is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Where, Y is the dependent variable, X is the independent variable, a is a constant (intercept) and b is the regression coefficient for each independent variable.

### 2. Individual Parameter Significant Test (t-Test)

This analysis has the purpose to be able to test the effect of significantly partially or partially between variables among the independent variables, namely Location (X<sub>1</sub>), Price (X<sub>2</sub>) and Product Diversity (X<sub>3</sub>) on Purchase Interest (Y). The calculated t value can be obtained by using SPSS 25.0 for windows. According to Supranto (2001), to be able to test H<sub>0</sub> is accepted or not, it can be seen with steps or methods such as the following:

#### Hypothesis Formulation

- H<sub>0</sub> : b<sub>1</sub> = b<sub>2</sub> = b<sub>3</sub> = 0, meaning that Location (X<sub>1</sub>), Price (X<sub>2</sub>) and Product Diversity (X<sub>3</sub>) have no partial effect on Interest Purchase (Y).
- H<sub>a</sub> : b<sub>1</sub> ≠ b<sub>2</sub> ≠ b<sub>3</sub> ≠ 0, meaning that Location (X<sub>1</sub>), Price (X<sub>2</sub>) and Product Diversity (X<sub>3</sub>) partially influence Purchase Interest (Y).

### Real Level

- a. Determine the level of significance of 95% or degrees of freedom  $\alpha = 5\%$  (0.05).
- b. Determine the level of significance  $t$  obtained from the regression results.

### Testing Criteria

- a.  $H_a$  is accepted if significantly  $t$  (0.05)
- b.  $H_0$  is rejected if significantly  $t > \alpha$  (0.05)

### 3. F-Test (Simultaneous Test)

Then consult with the F table based on a significance level of 0.05 or 5%. If the calculated F is smaller than the F table, then there is no significant effect between the independent variables (free) with the dependent variable (bound).

If the value of  $\text{Sig} \leq 0.05$  then the hypothesis is accepted. So, it means that  $(X_1)$ ,  $(X_2)$ , and  $(X_3)$  simultaneously affect  $(Y)$ .

If the value of  $\text{Sig} > 0.05$  then the hypothesis is rejected. So, it means that  $(X_1)$ ,  $(X_2)$ , and  $(X_3)$  simultaneously have no effect on  $(Y)$ .

In some cases, it can happen that simultaneously (simultaneously) several variables have a significant effect, but partially it does not.

### 4. Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) is basically used to measure how far the ability of the independent variable to explain the dependent variable. According to Sugiyono (2004), the analysis of determination is used to determine the variation in the relationship of the independent variable ( $X$ ) to the dependent variable ( $Y$ ), the coefficient of determination is used with the symbol  $R^2$ .

## RESULTS AND DISCUSSION

### Results

#### General Description of The Company

Omega Tiroso Store is a company engaged in selling household and furniture products. Omega Tiroso Store was founded in 2004 by the owner named Samuel Yohanis L, SE. Omega Tiroso Store is located at Jalan Raya Sesetan No. 327, South Denpasar. This store sells a variety of products such as spoons, forks, plates, glasses, bowls, brooms, mops, clotheslines, trash cans, buckets, magic comm, clothes baskets, knives, jars, blenders, dispensers, clothes hangers, rice buckets, shoe racks., wardrobe, pillow, bolster, etc.

#### Analysis Result

Multiple linear regression is a regression analysis that is used to explain the relationship between (dependent variable) and factors that can affect more than (independent variable). The following is the result of the regression from the primary data that has been processed, which can be seen in the table below:

**TABLE 2. Multiple Linear Regression Test Result and Partial Regression Coefficient Test (T Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	1.782	.483		3.623	.000
2. Location	.103	.094	.008	.073	.042
3. Price	.205	.089	.225	1.440	.024
4. Product Diversity	.236	.071	.273	2.665	.009

- a. Dependent Variable: Buying Interest

Then consult with the F table based on a significance level of 0.05 or 5%. If the calculated F is smaller than the F table, then there is no significant effect between the independent variable (free) and the dependent variable

(bound). Test the Simultaneous Significance of the influence of market orientation variables and digital marketing strategies on performance:

**TABLE 3. Multiple Linear Regression Test Results and Partial Regression Coefficient Test (T Test)**

Model	Sum of Squares	df	Mean Squares	F	Sig.
Regression	168.797	10	168.797	38.988	.000 <sup>b</sup>
Residual	294.403	140	4.329		
Total	463.200	150			

- Dependent Variable: Buying Interest
- Predictors: (Constant), Location, Price, Product Diversity

The coefficient of determination (R<sup>2</sup>) is basically used to measure how far the ability of the independent variable to explain the dependent variable. According to Sugiyono (2004) the analysis of determination is used to determine the variation in the relationship of the independent variable (X) to the dependent variable (Y), the coefficient of determination is used with the symbol r<sup>2</sup>.

**TABLE 4. Coefficient of Determination Test Results (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454a	.206	.171	.457

- Predictors: (Constant), Location, Price, Product Diversity

## Discussion

Based on the table of Multiple Linear Regression Test Results and Partial Regression Coefficient Test (t test) above, the following regression equation can be obtained:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$Y = 1,782 + 0,103 X_1 + 0,205 X_2 + 0,236 X_3$$

Constant coefficient (a) is 1.782, meaning that if the Variable Location, Price, and Product Diversity does not change or the value is 0, then the Buying Interest of the Community to Omega Tirosa Store is equal to 1,782.

The value of the regression coefficient for the Location variable (X<sub>1</sub>) is 0.103, meaning that if the Location Variable is increased by 1 unit, then Buying Interest will increase by 0.103 units. The positive coefficient means that there is a unidirectional relationship between Location and Purchase Interest. If the location selection is done well by the company, it will have a positive impact on buying interest at Omega Tirosa Store.

The value of the regression coefficient for the price variable (X<sub>2</sub>) is 0.205, meaning that if the price variable is increased by 1 unit, then buying interest has increased by 0.205 units. The positive coefficient means that there is a unidirectional relationship between price and purchase intention. If the price offered is attractive and competitive, it will have a positive impact on buying interest at Omega Tirosa Store.

The value of the regression coefficient for the Product Diversity variable (X<sub>3</sub>) is 0.236, meaning that if the Product Diversity Variable is increased by 1 unit, then Purchase Interest has increased by 0.205 units. The positive coefficient means that there is a unidirectional relationship between Product Diversity and Purchase Intention. If the products offered are diverse, it will have a positive impact on buying interest at Omega Tirosa Store.

The influence of location on purchase intention has a significance value of 0.042 < 0.05, thus H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, meaning that the location variable partially has a positive and significant influence on buying interest at Omega Tirosa Store.

The effect of price on purchase intention has a significance value of 0.024 < 0.05, thus H<sub>0</sub> is rejected and H<sub>2</sub> is accepted, meaning that the price variable partially has a positive and significant influence on buying interest at Omega Tirosa Store.

The Effect of Product Diversity on Purchase Intention has a significance value of 0.009 < 0.05, thus H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, meaning that the Product Diversity Variable partially has a positive and significant influence on Buying Interest at Omega Tirosa Store.



Based on the table of Simultaneous Regression Coefficient Test Results (F-Test) obtained the value of Sig. 0.000 is less than 0.05. Thus  $H_0$  is rejected and  $H_1$  is accepted. This means that simultaneously (together) there is a positive and significant effect of the location variable on buying interest at Omega Tirosa Store.

Based on the Table of Determination Coefficient Test Results ( $R^2$ ), it can be concluded that the Variable Location, Price, and Product Diversity have an effect of 17.1% of Purchase Interest, while 82.9% influenced by other variables not examined. Because the value of R Square is below 5% or tends to approach the value of 0, it can be concluded that the ability of the independent variables in explaining the variation of variables is very limited.

## CONCLUSIONS AND SUGGESTION

### Conclusions

Based on the research objectives, problem formulation, and research results with the discussion that has been presented regarding "The Impact of Location, Price, and Product Diversity on Buying Interest in Omega Tirosa Store in Denpasar" it can be concluded from the research as follows:

1. Location has a positive and significant effect on buying interest in the Denpasar Omega Tirosa Store, this means that the better the location selection made by the management of the Denpasar Omega Tirosa Store, the better the buying interest in the Denpasar Omega Tirosa Store.
2. The price has a positive and significant effect on buying interest in the Omega Tirosa Store in Denpasar, this means that the better the price offered by the management of the Omega Tirosa Store in Denpasar to consumers, the better the buying interest in the Omega Tirosa Store in Denpasar.
3. Product diversity has a positive and significant effect on buying interest in the Denpasar Omega Tirosa Store, this means that the more diverse the products offered by the Denpasar Omega Tirosa Store management to consumers, the better the buying interest in the Denpasar Omega Tirosa Store will be.
4. Location, Price, and Product Diversity together have a positive and significant effect on buying interest in the Omega Tirosa Store in Denpasar, this means that the more the Omega Tirosa Store management pays attention to these three things, the better the buying interest in the Denpasar Omega Tirosa Store.

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