

ABSTRAK

Kajian ini berorientasi pada pengungkapan dampak keragaman produk, *word of mouth* (WOM), dan lokasi terhadap keputusan pembelian pada Minimarket Podo Lancar Jaya Mart (PLJ) dan Sinar Timur di Desa Dawuhan Lor, Kecamatan Sukodono. Latar belakang penelitian ini adalah meningkatnya persaingan antar minimarket di wilayah pedesaan, seiring dengan bertambahnya kebutuhan konsumen akan kenyamanan, kemudahan akses, dan ketersediaan produk dalam satu tempat. Kajian ini berlandaskan paradigma kuantitatif, mengadopsi cara asosiatif kausal. Informasi berhasil dihimpun melalui instrumen kuesioner yang didistribusikan kepada 98 partisipan konsumen kedua minimarket. Analisis dilakukan dengan regresi linier berganda diaplikasikan guna menguji relasi antara variabel bebas terhadap variabel terikat. Kesimpulan dari investigasi ini adalah bahwa keragaman produk, *word of mouth* (WOM), dan lokasi mempengaruhi keputusan pembelian. Keragaman produk memberikan pilihan lebih luas, WOM menjadi promosi informal yang efektif melalui rekomendasi orang terdekat, dan lokasi strategis memudahkan akses konsumen. Kesimpulannya, ketiga variabel ini perlu diperhatikan pengelola minimarket untuk mempertahankan loyalitas konsumen dan meningkatkan daya saing di tengah persaingan ritel yang semakin ketat.

Kata Kunci: Keragaman Produk, *Word of mouth* (WOM), Lokasi, Keputusan Pembelian, Minimarket.

ABSTRACT

This study focuses on revealing the impact of product diversity, word of mouth (WOM), and location on purchasing decisions at Podo Lancar Jaya Mart (PLJ) and Sinar Timur Minimarkets in Dawuhan Lor Village, Sukodono District. The background of this research lies in the increasing competition among minimarkets in rural areas, in line with the growing consumer demand for convenience, accessibility, and product availability in one place. This study adopts a quantitative paradigm and applies a causal associative approach. Data were collected through questionnaires distributed to 98 consumer participants from both minimarkets. The analysis was conducted using multiple linear regression to examine the relationship between independent variables and the dependent variable. The findings of this study show that product diversity, word of mouth (WOM), and location influence purchasing decisions. Product diversity provides consumers with broader choices, WOM serves as an effective informal promotion through recommendations from close acquaintances, and strategic location facilitates consumer access. In conclusion, these three variables should be given attention by minimarket managers to maintain customer loyalty and enhance competitiveness in the increasingly tight retail market.

Keywords: Product Variety, Word of Mouth (WOM), Location, Purchasing Decision, Minimarket.