ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs), particularly micro-scale businesses in the culinary sector, face increasingly intense competition and changes in consumer purchasing behavior. In this condition, product diversity, promotion, and brand trust are important factors that may influence consumers' purchasing decisions. Marani Bakery is a micro-scale bakery business in Medan City that operates online without a physical store and offers various bakery products. This study aimed to analyze the effect of product diversity, promotion, and brand trust on consumer purchasing decisions at Marani Bakery, Medan City, North Sumatra Province. This study employed a quantitative approach using primary and secondary data. The sample consisted of 50 respondents selected using accidental sampling. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 25. The analysis included validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results showed that product diversity had a positive and significant effect on consumer purchasing decisions, with a t-value of 2.701 and a significance value of 0.047. Promotion had a positive and significant effect, with a t-value of 2.515 and a significance value of 0.015. Brand trust also had a positive and significant effect, with a t-value of 2.260 and a significance value of 0.029. Simultaneously, product diversity, promotion, and brand trust had a positive and significant effect on consumer purchasing decisions, with an F-value of 32.658 and a significance value of 0.001. The coefficient of determination (R^2) was 0.680, indicating that 68.0% of the variation in consumer purchasing decisions could be explained by product diversity, promotion, and brand trust, while the remaining 32.0% was explained by other factors outside the research model. These findings indicate that improving product diversity, promotional activities, and consumer trust in the Marani Bakery brand can contribute to increasing consumer purchasing decisions.

Keywords: Product Diversity, Promotion, Brand Trust, Purchasing Decision, Marani Bakery