

More Choices or More Trust? Investigating Product Variety, Online Reviews, and Trust in Café Purchase Decisions

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ABSTRACT

This study analyzes the influence of product variety, online reviews, and trust on purchasing decisions at café in Jakarta. The population of this study consisted of café customers in Jakarta. The sample consisted of 180 respondents selected using purposive sampling. Data analysis was performed using multiple linear regression with SPSS. The results of this study indicate that product variety, online reviews, and trust simultaneously influence purchasing decisions. Trust partially influences purchasing decisions. Meanwhile, product variety and online reviews do not influence purchasing decisions. These results emphasize the importance of building and maintaining consumer trust as a key strategy in improving purchasing decisions.

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1. INTRODUCTION

The growth of the food and beverage sector, especially café, has increased significantly in various big cities in Indonesia, especially Jakarta. Café are not only places to enjoy food and drinks, but also social spaces for workers and students to gather, discuss, or work on assignments. The increasing number of café has led to increasingly fierce business competition, requiring businesses to have the right strategies to survive and win the competition.

One strategy that can be implemented to increase purchasing decisions is by offering a varied product. Product variety is a group of products differentiated by size, price, and appearance (Kotler & Armstrong, 2016). Product variety can be both attractive and differentiate one café from another, thus creating its own distinctive characteristics. According to Ushchev & Zenou (2018), by offering a varied product, consumers will have many choices and allow them to purchase more than one product. Furthermore, sellers need to provide a diverse product range considering that each consumer has different needs and preferences.

Businessman must also pay attention to online reviews. Online reviews are consumer opinions and experiences written on review platforms (Tian et al., 2021). Online reviews are a crucial factor in influencing purchasing decisions, especially in the digital era. Before purchasing a product, consumers generally seek information through reviews provided by other consumers. According to Guo et al. (2020), positive online reviews encourage other customers to purchase. However, Kang et al., (2022) have different opinion, stating that positive online reviews do not always have a significant impact on purchasing decisions.

Consumer trust is also a crucial factor in the purchasing decision process. Trust can be defined as a person's willingness to accept and rely on the behavior of others (Mayer & Davis, 1999). In this context, trust reflects consumers' confidence in the reliability of the product, seller, and information obtained. High level of trust will reduce negative perceptions and increase confidence in

making purchasing decisions. Previous research indicates that trust has a positive influence on purchasing decisions (Alfira et al., 2024; Mahliza, 2020; Pop et al., 2022).

Previous studies indicate that menu variety influences purchase decisions (Haitao, 2022; Handayani et al., 2021; Sutaguna et al., 2023). However, research by Maharani & Wiyadi (2024) shows that menu variety has no effect on purchase decisions. Furthermore, while prior research suggests that online reviews affect purchase decisions (Bo et al., 2023; Willis & Faik, 2022), other studies state that there is no such influence on purchase decisions (Amalia et al., 2024).

The purpose of this study is to analyze the influence of product variety, online reviews, and trust, both partially and simultaneously, on purchase decisions at cafés in Jakarta. This research is expected to provide theoretical contributions to the development of consumer behavior studies and offer practical implications for café owners in formulating more effective marketing strategies.

2. RESEARCH METHOD

This study uses a descriptive quantitative approach by conducting survey-based research. The population in this study consists of café customers in Jakarta. The sample was collected in 2025 using purposive sampling, targeting respondents who meet certain criteria such as using online reviews before making a purchase and being at least 17 years old. According to Hair et al., (2009) the recommended minimum sample size for multiple linear regression analysis is approximately 15–20 times the number of variables included in the study. Since this research involves four variables, the minimum required sample size is 60 respondents. However, this study employs a total of 180 samples, which exceeds the minimum recommended requirement.

Product Variety is measured by size, packaging, product form, price ingredients (Singh et al., 2008). Online review measured by textual comments, contextual images, and numerical ratings (Tran, 2020). Trust measured by honesty, benevolence, competence (Casaló et al., 2011). For purchase decision measured by recognition of needs, information search, evaluation of alternatives, purchase needs, and post-purchase behavior (Kotler & Armstrong, 2012).

Primary data was collected through online questionnaires using Google Forms, using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). This study applies multiple linear regression analysis using SPSS. The analysis involves classical assumption tests such as normality, multicollinearity, heteroscedasticity, followed by linearity, and hypothesis evaluation through F-tests and t-tests.

3. RESULTS AND DISCUSSIONS

Respondent Description

Table 1. Respondent Description

	Total	Percentage
Gender		
Male	92	51%
Female	88	49%
Age		
17 - 20	22	12%
21 - 30	86	48%
31 - 40	32	18%
> 40	40	22%
Occupation		
Students	60	34%
Private Employee	84	47%
PNS (Civil Servant)	4	2%

Entrepreneur / Self-employed	10	5%
Housewife	22	12%
Purchase/visit Frequency		
1 - 2 times	66	36%
3-5 times	54	30%
>5 times	60	34%

Source: Authors, 2026

The table above shows that 51% of respondents were male. The majority were aged 21–30 and 47% were private employees. Most consumers had purchased products at café once or twice in the past two months.

Normality Test

Table 2. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		180
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.67242035
Most Extreme Differences	Absolute	.057
	Positive	.051
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Authors, 2026

Based on the Kolmogorov-Smirnov test, a significance value of 0.20 was obtained, which is greater than 0.05, meaning the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.769	2.324		5.495	.000		
	TVP	.104	.099	.087	1.051	.295	.779	1.284
	TOR	.048	.067	.054	.706	.481	.901	1.109
	TTR	.193	.094	.177	2.055	.041	.717	1.394

a. Dependent Variable: TKP

Source: Authors, 2026

If the tolerance value is below 0.10 or the VIF value is above 10, multicollinearity occurs. In this study, all variables had tolerance values above 0.10, and VIF values below 10 indicated no multicollinearity.

Heteroscedasticity Test

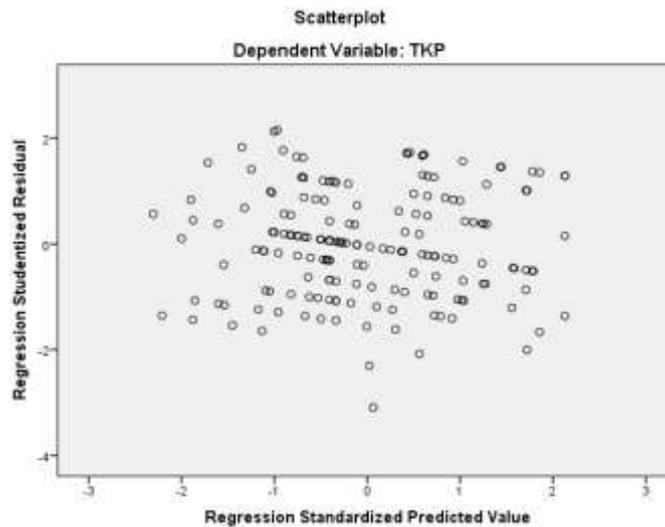


Figure 1. Heteroscedasticity Test
Source: Authors, 2026

From the image above, the points are spread out and do not form a particular pattern, meaning that heteroscedasticity does not occur.

Linearity Test

Table 4. Linearity Test

	Sum of Squares	df	Mean Square	f	Sig.
TKP*TVP	79.923	8	9.990	1.367	.214
TKP*TOR	170.553	15	11.370	1.578	.085
TKP*TTR	51.841	9	5.760	.786	.629

Source: Authors, 2026

If the Deviation from Linearity significance value is more than 0.05, the variable can be said to be linear. In the table above, the Deviation from linearity significance values for all variables are 0.214, 0.085, and 0.629, all above 0.05, meaning that all independent variables have a linear relationship with purchasing decisions.

F Test

Table 5. F Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.923	3	28.974	3.989	.009 ^b
	Residual	1278.388	176	7.264		
	Total	1365.311	179			

a. Dependent Variable: TKP

b. Predictors: (Constant), TTR, TOR, TVP

Source: Authors, 2026

In the table above, the significance value is 0.009, which is bellow 0.05, so each independent variable, namely product variety, online reviews and trust, together have an influence on the dependent variable, namely purchasing decisions.

t Test

In Table 3, it can be seen that the significance value of product variety is 0.295, online reviews is 0.481, and trust is 0.041. Only the trust variable has a significance value below 0.05, which means that only trust has a partial effect on purchase decisions. Meanwhile, product variety and online reviews do not have a significant effect on purchase decisions.

Coefficient Determination

Table 6. R² Test Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.252 ^a	.064	.048	2.695

a. Predictors: (Constant), TTR, TOR, TVP
b. Dependent Variable: TKP

Source: Authors, 2026

The Adjusted R Square value in the table above is 0.048, which means that product variety, online reviews, and trust explain only 4.8% of the variation in purchase decisions, while the remaining 95.2% is influenced by other factors not examined in this study. This low value is consistent with the results of the t-test, which indicate that two independent variables in this study do not have a significant effect.

Multiple Linear Regression Equation

If we refer to Table 3, the multiple linear regression equation is as follows:

$$\text{Purchase Decision} = 12.769 + 0.104 \text{ VP} + 0.048 \text{ OR} + 0.193 \text{ TR}$$

The constant value is 12.769, indicating that when product variety, online reviews, and trust are all zero, the predicted purchase decision will be 12.769. The coefficient for product variety is 0.104, meaning that a one-unit increase in product variety will increase the purchase decision by 0.104, assuming other variables remain the same. The coefficient for online reviews is 0.048, indicating that a one-unit increase in online reviews will increase the purchase decision by 0.048, assuming other variables remain the same. Meanwhile, the coefficient for trust is 0.193, indicating that a one-unit increase in trust will increase the purchase decision by 0.193, assuming other variables remain unchanged.

Discussion

Based on the results of the coefficient of determination test, the Adjusted R Square value obtained is 0.048. This value indicates that the variables of product variety, online reviews, and trust collectively explain only 4.8% of the variation in purchase decisions, while the remaining 95.2% is influenced by other factors not included in this research model. Although the Adjusted R Square value is relatively low, this condition is common in consumer behavior research. According to Philip Kotler (2002), consumer behavior is a complex phenomenon influenced by various personal, psychological, social, and cultural factors that cannot be fully accommodated within a single research model. Therefore, a low coefficient of determination does not necessarily indicate that the research model is weak, but rather reflects the multidimensional and dynamic complexity of consumer behavior.

The research results show that simultaneously, product variety, online reviews, and trust have a significant effect on purchase decisions at cafés in Jakarta. This finding indicates that in the highly competitive café industry in Jakarta, these three factors collectively shape consumer considerations before making a purchase decision.

However, the partial test results reveal that only trust has a significant effect on purchase decisions. This confirms that trust is the most dominant factor compared to menu variation and online reviews in determining purchase decisions at cafés in Jakarta. Consumers do not merely purchase food or beverages; they also purchase experience, comfort, and quality assurance. They tend to prioritize consistency of taste, product quality, service honesty, and seller credibility over the number

of product options or information from online reviews. These findings are consistent with previous studies indicating that trust has a positive effect on purchase decisions (Alfira et al., 2024; Mahliza, 2020; Pop et al., 2022).

The insignificant effect of product variety on purchase decisions may be explained by several possibilities. First, the market condition is already highly saturated. Most cafés in Jakarta offer relatively similar menus, such as espresso-based coffee, non-coffee beverages, and light meals or desserts. As a result, the number of menu variations is no longer a primary differentiating factor. Second, consumers may already have specific product preferences, so additional variety is not a major consideration. Third, too many options may cause confusion and increase decision-making complexity, thereby not directly encouraging purchase decisions. Previous research has shown that a large amount of options may cause consumers to feel confused and difficult to differentiate between products (Huffman & Kahn, 1998). Thus, product variety may not be a determining factor unless accompanied by clear value enhancement or differentiation. These findings are in line with research by Maharani & Wiyadi (2024), which shows that menu variation does not influence purchase decisions.

Meanwhile, the insignificant effect of online reviews indicates that café consumers in Jakarta do not fully rely on online reviews as the primary basis for making purchase decisions. This may occur because consumers tend to rely more on direct recommendations or traditional word of mouth (WOM) from family, friends, or colleagues rather than online comments (Lahindah, 2023; Qi & Kuik, 2022). Additionally, reviews that are perceived as less credible or too general may reduce their influence on purchase decisions. These findings are consistent with previous studies stating that online reviews do not affect purchase decisions (Amalia et al., 2024; Pasaribu et al., 2025; Wijaya et al., 2023).

Overall, the results of this study indicate that although product variety and online reviews are important in marketing strategies, trust plays a more dominant role in influencing purchase decisions. Amid intense competition and numerous choices, consumers prioritize a sense of security, consistent quality, and business reputation over mere menu variety or online reviews. Therefore, café managers in Jakarta need to focus their strategies on building reputation, maintaining consistent product quality, improving service, and strengthening long-term relationships with customers to sustain a high level of trust.

4. CONCLUSION

Based on the research result, it can be concluded that simultaneously, product variation, online reviews, and trust have a significant effect on purchase decisions. This indicates that these three variables collectively play a role in influencing consumers' purchase decisions. However, partially, only the trust variable has been proven to have a significant effect on purchase decisions. Product variation and online reviews do not have a significant effect on purchase decisions. These findings indicate that in this study, trust is the most dominant factor in encouraging consumers to make a purchase. Thus, it can be concluded that the higher the level of consumer trust in a product or seller, the greater the likelihood of a purchase decision occurring. Meanwhile, product variation and online reviews do not necessarily directly influence purchase decisions unless accompanied by an increase in consumer trust. Practically, these findings imply that café managers should prioritize strategies aimed at enhancing customer trust, such as maintaining consistent product quality, improving service, and building a positive brand reputation. The limitation of this study lies in the limited number of variables used to explain purchase decisions. Therefore, future research is recommended to include additional variables such as service quality, café atmosphere, location, price, or lifestyle factors in order to obtain a more comprehensive understanding of consumer behavior..

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