Examining The Product Innovation During Covid-19 Pandemic on Purchase Decision: A Study on Culinary Business in Indonesia

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Abstract

The CCovid-19 pandemic makes a huge impact on every business sector all around the world, including the culinary business in Indonesia. As a primary sector, before the outbreak happened, the culinary business competition was very tight. Therefore, it becomes more difficult for the culinary business actors to survive and sustain their businesses due to the pandemic. A bbrownies shop in Tegal City, Indonesia launched several product innovations as a response to this condition. However, some of them were not successful. On the other hand, its sales from 2020 to 2021 were growing. Hence, this study is conducted to examine the impact of product innovation on the purchase decision in this shop. The most influential dimension of product innovation to the purchase decision is also discovered. To gather the data, questionnaires are distributed to 342 customers by using the purposive sampling method. After conducting a validity, reliability, and classic assumption test, descriptive analysis, and a simple linear regression test are utilized to analyze the data. At the end of the data analysis step, the hypothesis test is conducted by using the t-test and followed by the coefficient of determination test. It is found that product innovation has a positive and significant effect on the purchase decisions of the brownies shop consumers with a value of 79.5 percent. Further study is expected to conduct a factor analysis to find out other variables besides product innovation that can influence the purchase decision.

Keywords
Product innovation, purchase decision, covid-19, culinary business, creativity economy

1. Introduction
Indonesia is a country that has a wealth of creative economic potential with the culinary sub-sector providing the largest contribution by contributing around 41 percent of the total Gross Domestic Product (GDP) of the creative economy of IDR 1,134 trillion in 2020 (Agmasari 2021). One of the provinces in Indonesia that has some advantages in the culinary sub-sector is Central Java. It is shown by the creative economy businesses in Central Java which is dominated by the culinary sub-sector reaching 69.8 percent with a total of 1,410,155 businesses and 3,146,702 workers (Fakhruddin 2021). Of the many areas in Central Java, Tegal City is one area that is developing its culinary potential. In 2017, the Mayor of Tegal inaugurated Tegal City as a Culinary City (Warta Bahari 2017). Statistics office of Tegal City (2021) stated that the City of Tegal has 89 restaurants and 1,104 food stalls with a population of 273,830 residents. Therefore, this condition creates a high competition for culinary business actors in various ways to survive as well as to gather the consumers. One of the efforts to increase the company's competitiveness is to implement innovation.

Innovation is an effort to improve new products, processes, materials, and services that are developed and transferred to appropriate industries and or markets (Dhewanto et al. 2014). The culinary business that was observed to be innovating was Miemie Brownie, Tegal, Central Java. Miemie Brownie has also enlivened the City of Tegal as a culinary city by creating modern and exclusive souvenirs. Miemie Brownie is one of the culinary businesses in Tegal City which is quite developed where in 2016 initially only accepted online orders until now Miemie Brownie has had two branches. Sales turnover in 2020-2021 tends to increase every month though it has decreased due to the increasing cases of the Covid-19 Pandemic.

The consumer purchase decision process can determine good or bad business performance. Purchase Decision is a stage in the consumer decision-making process where consumers buy products based on the experience of hearing, selecting, using, and disposing of products (Kotler and Armstrong 2014). During the Covid-19 Pandemic, purchasing decisions for food products were not much different from conditions before the Covid-19 pandemic when purchasing decisions were based on consumer needs (Aprilia et al. 2021). Consumers usually evaluate a product or service to see the suitability between value and needs and price before making a purchase decision (Rayi and Aras 2021).

Innovation can be a primary concern when a company wants to develop its business. In particular, product innovation is also included. The more often culinary business actors make product innovations, it will improve marketing performance (Mandasari 2020). Product innovation is an effort by business actors to improve, refine, and develop the product into a superior product (Christa and Kristinae 2021). Innovation is essential to the life of every global food company and the development of new products is a key activity in the innovation process (Stanton 2016). Miemie Brownie has done the same thing, which is constantly trying to issue new products to attract consumer purchases and expand the market.

In its implementation, Miemie Brownie found an obstacle that was often a lack of coordination in product mastery by several employees so that it could become an obstacle to the level of sales. Another obstacle experienced is the mismatch of market perceptions with products. There was a time when consumers did not understand the products being sold. Furthermore, innovation can be done according to the needs of each company to keep consumers from buying the products that have been produced (Solikhan et al. 2019). The high failure rate of new products is caused by a lack of understanding of consumer motivation and consumer choice, so it is necessary to pay attention to the theory of consumer behavior (Dijksterhuis 2016). Therefore, product innovation is not a certainty in making purchasing decisions but requires the effectiveness of innovation in its implementation.

The Covid-19 pandemic has become a problem experienced by Miemie Brownie since it began to emerge. Business activities were hampered, and the most experienced issue was declining sales. In addition, product innovation carried out by Miemie Brownie is constrained by internal and external factors. Not all product innovations can increase product sales, hence, market preferences are needed to become a specific concern so that consumers will like the discoveries made. It is necessary to conduct further research on the effect of product innovation on the purchase decision. This research is expected to enrich knowledge related to the relationship between product innovation and purchase decisions from different perspectives. The measurement of the relationship between product innovation and purchase decisions in this study was carried out in the culinary industry like several previous studies but in a different context of place and time. This study focuses on the Tegal City area at the time when the Covid-19 pandemic occurred. This study aims to determine the product innovation carried out by Miemie Brownie, determine the purchase decision of Miemie Brownie consumers, and determine the effect of product innovation on the purchase decision of Miemie Brownie consumers.

2. Literature Review

Innovation is a combination of factors of production made by business actors and is an important driving force in economic growth (Dhewanto et al. 2014). It is also mentioned by Maulana et al (2021) that innovation is an effort to combine discoveries with the benefits obtained in measurable and immeasurable forms. While Hurley and Hult (1998) stated that innovation is a process carried out by companies to adapt to a dynamic environment. Companies that have greater power to innovate can develop competitive advantages and achieve higher performance. Innovation is also a new idea that contains breakthroughs made by innovators in various ways or planned research (Firmansyah and Roosmawarni 2019). Bessant and Tidd (2015) explain that innovation is a complex process that has risks and requires careful and systematic management which has a long process to understand ideas and can create change. Maulana et al. (2021) stated that innovation could be categorized into four types based on the area of application which is seen as output, namely product innovation, process innovation, marketing innovation, and organizational innovation.

Product innovation is the development of new products in existing markets that are differentiated through the features and functions offered (Reguia 2014). This innovation introduces new products related to the strategy the company wants to achieve (Almira and Sutanto 2018). The results of the development of new products that are more modern and up-to-date can increase consumer desire in product purchase decisions (Dhewanto et al. 2014). The role of product innovation in the company's output can be measured by sales and revenue derived from new products or services,

changes in market share, and increasing company knowledge (Reguia 2014). Small and medium-sized companies need to innovate products for business continuity and can determine quality marketing performance (Pattipeilohy 2018). Kotler (2000) explains that six dimensions of product innovation can be used as a measurement of the effectiveness of the innovation variable of a product, namely new to the world products, new product lines, additions to existing product lines, improvements and revisions of existing products, repositioning, and cost reduction.

The purchase decision is a part of the consumer behavior theory that business actors need to pay attention to. Most of the efforts that consumers put into making purchase decisions occur at the stage where the decision must be made from the available choices. This is not easy to do because people are faced with various choices of different brands or variations that consumers need to pay attention to (Solomon et al. 2016). Purchase decision occurs when consumers see a problem, seek information related to a particular product or brand, then provide an assessment of each available option to make a purchase decision (Tjiptono 2015). The purchase decision is a part of the buying process where marketers are involved in the entire buying decision process (Kotler and Armstrong 2017). Consumers want to feel confident when spending money to get the product or service in making a purchase decision (Nguyen 2019). Kotler and Keller (2016) explain that there are five stages in the purchasing decision process, namely problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. In addition, Kotler and Keller (2016) also explain that there are six dimensions of purchase decision used in this study, namely product choice, brand choice, distributor choice, total purchase, time of purchase, and payment method.

There are previous research findings that show a relationship between product innovation and purchase decisions. Almira & Sutanto (2018) mention product innovation has a significant effect on purchase decisions where companies need to make improvements to existing products systematically so that the results of the innovations carried out can be measured. Wulandari (2021) found that product innovation has a positive and significant effect on purchase decisions at a cafe. Product innovation carried out will create purchase decisions. Rayi & Aras (2021) found that product innovation has a positive relationship with the purchase decision. If product innovation is increased, the value of purchase decisions will also increase. The company adds product value to meet consumer needs and makes the quality of innovation the main consideration for consumers in buying a product. Zhang & Tang (2017) discover that product innovation affects the decision-making process.

The company's goal is to increase consumers' adoption intentions of the new product. The consumer's purchase intention of different innovative products has a significant influence on the consumer's adoption intention. Lahindah et al. (2018) explore that product innovation and service quality have a significant effect on the purchase decision. Osman et al. (2020) show that product innovation has a positive and significant relationship with purchase decisions so product innovation can influence purchase decision. It is recommended for the culinary dessert business to set a strategy so that consumers will benefit. By evaluating this strategy, it is hoped that product innovation will be better known to the public and make people interested and create purchase decisions. Research by Ghozali et al. (2019) shows that product innovation has a significant partial effect on purchase decisions in a cafe in East Java. The products presented are new products that do not exist in other cafes, product improvements, and reintroduced products. However, Hatta et al. (2018) state that product innovation does not affect the level of purchase decision whereas product quality and price variables affect the level of purchase decision in a cake factory in Bogor, Indonesia. Ernawati (2019) presents that product innovation has no significant effect on purchase decisions, whereas product quality and promotion variables have more influence on purchase decisions than product innovation variables.

Based on the description above, it is necessary to be paid attention to by the management of Miemie Brownie to measure the effect of product innovation in creating the purchase decision of the consumers. On this basis, the authors want to describe the framework of thought in this research which consists of two variables, namely product innovation (X) as an independent variable with the sub-variables namely new to the world products, new product lines, additions to existing product lines, improvements and revisions of existing products, repositionings, and cost reductions. While the purchase decision variable (Y) is the dependent variable with the sub-variables product choice, brand choice, distributor choice, total purchase, time of purchase, and payment method. The big picture of this study is shown below in figure 1.

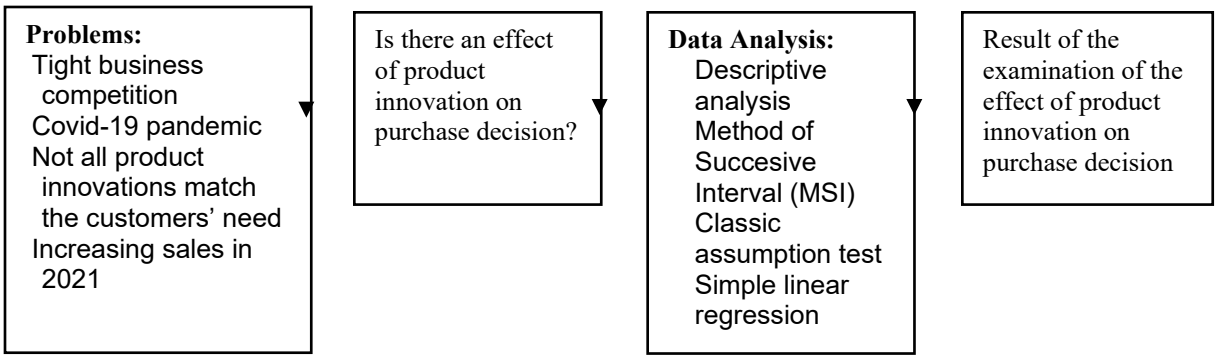

Figure 1. Research Model

Based on the explanation above, the authors make the following hypothesis:
H_0: Product innovation does not have a significant effect on purchase decision
H_1: Product innovation has a significant effect on purchase decision

3. Methods

3.1 Types of Research

The type of research used in this study is descriptive and causal because the authors aim to describe the results of the study and analyze the causal relationship between two variables. Neuman (2014) mentions that descriptive research is research that describes specific details about situations, relationships, and social settings related to the current situation when the research was conducted. Sekaran and Bougie (2016) state that causality research is a study that examines the relationship between variables. In addition, Neuman (2014) emphasizes that research on causality describes a causal relationship between variables. The approach used in this research is quantitative. Based on the research background, this research is included in non-contrived setting research, namely research that is not artificial and aims to establish a causal relationship using the same natural environment (Sekaran and Bougie 2016). Based on the time of the study, it is included in the cross-sectional type because the study was conducted at a certain point in time (Neuman 2014).

3.2 Operationalization of Variables and Measurement Scale

Operationalization of variables is a move from a conceptual definition of a construct to a specific activity or measure that can be used for research (Neuman 2014). Variable operationalization is used to measure abstract and subjective concepts by looking at behavioral dimensions, aspects, or traits (Sekaran and Bougie 2016).

a. Independent variable
   Independent variables are the variables that affect the dependent variable both positively and negatively (Sekaran and Bougie 2016). An independent variable is a type of variable that affects the dependent variable in the causal hypothesis. The independent variable in this research is Product Innovation (X)
b. Dependent variable
   The dependent variable is the effect caused by the independent variable in a causal hypothesis. The dependent variable in this study is the Purchase Decision (Y).

The detail of the variables and their dimensions, number of items, and statements used in the questionnaire are presented in table 1 below.

Table 1. Variable Operations

Variable	Dimension	Item	Statement
Product Innovation	New to The World Product	PI1	The menu on Miemie Brownie is a product that has never been made by any other company
		PI2	The menu at Miemie Brownie has a different characteristic from other companies
		PI3	Miemie Brownie makes a new product variant

(Kotler, 2000)	New Product Line	PI4	Miemie Brownie provides a wide selection of new and old products for consumers
	Additions to Existing Product Line	PI5	Miemie Brownie adds features to the existing product line
		PI6	Miemie Brownie provides a variety of choices in every existing product line
	Improvements and revisions of Existing Product	PI7	Miemie Brownie makes existing products better
		PI8	Miemie Brownie fixes product deficiencies that are not yet good
	Repositioning	PI9	Miemie Brownie has changed the name of the product that has been launched to make it easier to recognize
		PI10	Mimie Brownie replaces products that do not suit the target market
	Cost Reduction	PI11	Miemie Brownie keeps costs down to provide competitive prices
		PI12	Miemie Brownie continues to provide quality products even at competitive prices
Purchase Decision (Kotler and Keller, 2016)	Product Choice	PD1	I bought Miemie Brownie products because of the variety of products offered
		PD2	I bought the Miemie Brownie product because of the superiority of the product it has
	Brand Choice	PD3	I bought Miemie Brownie products because of the Miemie Brownie's brand image
		PD4	I bought Miemie Brownie products because of the popularity of the brand
	Dealer Choice	PD5	I bought Miemie Brownie products because the place is easy to reach
		PD6	I bought Miemie Brownie products because the place is convenient
		PD7	I bought the Miemie Brownie product because it can be ordered online through a food ordering service
		PD8	I bought Miemie Brownie product because it can be ordered online through the marketplace
	Purchase Timing	PD9	I bought Miemie Brownie products because Miemie Brownie outlets have long operating hours
		PD10	I bought Miemie Brownie products because they provide product packages for a specific time
	Purchase Amount	PD11	I bought Miemie Brownie product as a snack
		PD12	I bought Miemie Brownie products as souvenirs
		PD13	I bought more than one product of Miemie Brownie
	Payment Method	PD14	I bought the Miemie Brownie product because it provides convenience in the payment method
		PD15	I bought the Miemie Brownie product because it provides a cash payment
		PD16	I bought the Miemie Brownie product because it provides cashless payment

The measurement scale is the determination of numbers or other symbols for predetermined object characteristics (Sekaran and Bougie 2016). The measurement scale is a class of quantitative data sizes used in research (Neuman 2014). In this study, the authors use the ordinal scale that can be categorized variables to indicate differences and sort the categories in various ways (Sekaran and Bougie 2016). Moreover, the measurement instrument in this study is the Likert scale. The Likert scale is a scale intended to test the strength of respondents in choosing answers to agree or disagree on a statement which is usually measured from a score of 1 (strongly disagree) to 5 (strongly agree) (Sekaran and Bougie 2016). It is known that someone gives a response to a statement that is measured using ordinal categories such as agree and disagree (Neuman 2014).

3.3 Research Stages

Neuman (2014) said that a quantitative research process can be explained as follows:

1. Select a topic.
   General field of study or a problem that has a broad topic.
2. Focus on the question.
   Narrow the topic to focus on the specific research question that is the research objective.
3. Design the study.
   Determine the type of case or sample to be selected, measure the relevant factors, determine the research technique to be used, and make decisions based on theory.
4. Collect data.
   Record and verify information in the form of numbers and then transfer the numerical data into a computer.
5. Analyze the data.
   Using computer software to manipulate numerical data to create charts, tables, graphs, and statistical measures.
6. Interpret the data.
   To examine the analyzed data, use knowledge of the research topic, and draw on theory to answer research questions. We consider alternative interpretations of the data, compare our results with those of past studies, and draw out wider implications of what we have learned.
7. Other information.
   Write research results in a certain format.

3.4 Population and Sample

The population is an abstract idea from a large group of many cases where authors take a sample and then draw conclusions (Neuman 2014). The population used in this research is Miemie Brownie consumers. Furthermore, the sample is part of the population (Sekaran and Bougie 2016), hence, it is considered a collection of small cases selected by the authors from the population (Neuman 2014). The sampling procedure used in this research is non-probability sampling with a purposive sampling technique. Non-probability sampling is a sampling procedure where elements in the population are unknown or not determined to be selected as samples (Sekaran and Bougie 2016). While purposive sampling is a sampling technique where the information needed comes from certain people or groups who have certain criteria (Sekaran and Bougie 2016). After consideration, the consumers who have bought Miemie Brownie products were included in the population. The total population of this study was 2400 customers. Because the total population is already recorded, then it is needed to determine the number of samples. By using the Slovin formula then 342 samples are ready to be collected.

3.5 Validity and Reliability Test

The validity test is a test conducted to test the accuracy of the measure that the researcher uses in the research questionnaire (Sekaran and Bougie 2016). A validity test is a test that shows the truth which refers to how precise an idea is with the actual reality (Neuman 2014). Moreover, a reliability test is a test carried out to test the consistency and stability of the measuring instrument (Sekaran and Bougie 2016). The reliability test examines consistency which shows that the same thing repeatedly happens under the same or very similar conditions (Neuman 2014). In general, a reliability score that value less than 0.60 are considered to be poor, 0.70 is in the range acceptable, and those over 0.80 are considered good. In this study, the validity and reliability tests were carried out after distributing 30 pieces of questionnaires.

3.6 Data Analysis

The first step in data analysis is descriptive analysis. Descriptive analysis is a statistic used by researchers to describe basic patterns in data (Neuman 2014). Statistics such as frequency, mean, and standard deviation describe a data set (Sekaran and Bougie 2016). In this research, the authors use descriptive analysis to get the percentage of consumer perceptions regarding Product Innovation and Purchase Decisions so that it can be seen the effect of Product Innovation on the Purchase decisions of Miemie Brownie consumers.

After the descriptive analysis, the next step is converting the data, since this study uses ordinal scale data. Converting ordinal data to interval data aims to fulfill some of the requirements for parametric analysis where there is at least

available as an interval scale (Riduwan and Kuncoro 2014). In a parametric scale, all ordinal data must be converted into interval data using the Method of Successive Interval (MSI).

The authors then continue to the classical assumption test by conducting the normality and heteroscedasticity test. The normality test was conducted to determine whether each variable was normally distributed or not (Sekaran and Bougie 2016). This study uses the Kolmogorov-Smirnov test to do the normality test. Sekaran and Bougie (2016) explain that decision-making can be made based on probability (assumption of significance), including:

1. If the probability > 0.05 then the data is normally distributed
2. If the probability ≤ 0.05 then the data is not normally distributed

Moreover, the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation (Ghozali 2016). A good regression model will not experience heteroscedasticity. The existence of heteroscedasticity can be seen by looking at the coefficient table with the assistance of the SPSS program. To decide the heteroscedasticity, if the significance value (Sig) between the independent variable and the absolute residual is greater than 0.05, then there is no heteroscedasticity experienced.

3.7 Hypothesis Testing

Hypothesis testing aims to determine accurately whether the null hypothesis can be rejected in favor of an alternative hypothesis (Sekaran and Bougie 2016). The t-test is used to test the hypothesis of whether there is a significant difference in the variables studied (Sekaran and Bougie 2016). The t-test is done by comparing the t count with the t table.

The test criteria used are:

a. If t count > t table at the 5 percent test level, then it is H_0rejected and H_1accepted. It means the X variable influences the Y variable.
b. If t count < t table at the 5 percent test level, then it is H_0accepted and H_1rejected. It means the X variable does not influence the Y variable.

In this study the hypothesis is defined as follows:

H_0: Product innovation does not influence Purchase decisions.

H_1: Product innovation influences Purchase decisions.

4. Results and Discussion

The data obtained in this study through distributing questionnaires to 342 Miemie Brownie consumers. The sample consisted of 213 women and 129 men, the occupation of these respondents is dominated by students and private employees with the age of 20-29 years old as the dominant age. To assist the data processing, the authors used the SPSS 26 software. The data shown in table 2 below is the result of the validity test on the Product Innovation (PI) and Purchase Decision (PD) variables.

Table 2. Validity test

Items	R count	R table	Information	New R count	Information
PI1	0.052	0.0891	Invalid		
PI2	0.413	0.0891	Valid	0.565	Valid
PI3	0.693	0.0891	Valid	0.697	Valid
PI4	0.725	0.0891	Valid	0.721	Valid
PI5	0.655	0.0891	Valid	0.674	Valid
PI6	0.677	0.0891	Valid	0.703	Valid
PI7	0.517	0.0891	Valid	0.639	Valid
PI8	0.528	0.0891	Valid	0.604	Valid
PI9	0.038	0.0891	Invalid		
PI10	0.045	0.0891	Invalid		
PI11	0.476	0.0891	Valid	0.611	Valid
PI12	0.522	0.0891	Valid	0.657	Valid
PD1	0.696	0.0891	Valid	0.700	Valid
PD2	0.628	0.0891	Valid	0.653	Valid
PD3	0.741	0.0891	Valid	0.748	Valid

PD4	0.760	0.0891	Valid	0.764	Valid
PD5	0.647	0.0891	Valid	0.646	Valid
PD6	0.676	0.0891	Valid	0.670	Valid
PD7	0.695	0.0891	Valid	0.674	Valid
PD8	0.069	0.0891	Invalid		
PD9	0.754	0.0891	Valid	0.754	Valid
PD10	0.757	0.0891	Valid	0.761	Valid
PD11	0.556	0.0891	Valid	0.577	Valid
PD12	0.697	0.0891	Valid	0.709	Valid
PD13	0.550	0.0891	Valid	0.559	Valid
PD14	0.670	0.0891	Valid	0.662	Valid
PD15	0.670	0.0891	Valid	0.678	Valid
PD16	0.687	0.0891	Valid	0.669	Valid

It can be seen in table 2 that of the 28 items tested, four items were invalid because they had an r-count value less than 0.0891. Therefore, the authors excluded the item in all the tests carried out. Furthermore, the authors conducted a reliability test to test the consistency and stability of the measuring instrument. The result of the reliability test on the Product Innovation (PI) and Purchase Decision (PD) variables are presented in table 3 below.

Table 3. Reliability Test

Reliability Statistics		
Variable	Cronbach's Alpha	N of items
PI	0.893	9
PD	0.937	15

Furthermore, the authors conducted a descriptive analysis to describe the basic pattern in the data. The data shown in table 4 below is the distribution of respondents' answers to the variables of product innovation and table 5 for the purchase decision.

Table 4. Respondents' Responses to Product Innovation

Dimension	Items	Respondents Response					TS	IS	%
		SS	S	CS	TS	STS			
New to The World Product	PI2	128	156	46	12	0	1426	1710	83.4
New Product Line	PI3	92	174	39	36	1	1346	1710	78.7
	PI4	124	142	35	40	1	1374	1710	80.4
Additions to Existing Product Line	PI5	93	171	42	35	1	1346	1710	78.7
	PI6	132	141	30	38	1	1391	1710	81.3
Improvements and revisions of Existing Product	PI7	156	133	43	10	0	1461	1710	85.4
	PI8	96	161	64	21	0	1358	1710	79.4
Cost Reduction	PI11	112	136	38	49	7	1323	1710	77.4
	PI12	163	126	32	19	2	1455	1710	85.1
Total							12480	15390	81.1

The highest respondent's response is on the statement PI7 "Miemie Brownie makes existing products better" with a value of 85.4 percent. In comparison, the lowest respondents' response is shown in the statement PI11 "Miemie Brownie keeps costs down to provide competitive prices " with a value of 77.4 percent. Furthermore, to find out the overall characteristics of Miemie Brownie's Product Innovation, the authors utilized score interpretation and the percentage value on the total product innovation variable is calculated at 81.1 percent. This result indicates that Miemie Brownie's Product Innovation is in a good category.

Table 5. Respondents' Responses to Purchase Decision

Dimension	Items	Respondents Response	TS	IS	%

		SS	S	CS	TS	STS			
Product Choice	PD1	129	121	37	45	10	1340	1710	78.4
	PD2	149	146	33	11	3	1453	1710	85.0
Brand Choice	PD3	94	145	56	42	5	1307	1710	76.4
	PD4	66	158	49	60	9	1238	1710	72.4
Dealer Choice	PD5	146	121	35	36	4	1395	1710	81.6
	PD6	147	117	41	32	5	1395	1710	81.6
	PD7	98	146	33	52	13	1290	1710	75.4
Purchase Timing	PD9	103	151	31	48	9	1317	1710	77.0
	PD10	96	134	43	53	16	1267	1710	74.1
Purchase Amount	PD11	188	134	19	0	1	1534	1710	89.7
	PD12	146	72	35	52	37	1264	1710	73.9
	PD13	137	156	35	9	5	1437	1710	84.0
Payment Method	PD14	153	138	39	11	1	1457	1710	85.2
	PD15	167	143	21	7	4	1488	1710	87.0
	PD16	144	104	32	44	18	1338	1710	78.2
Total							20520	25650	80.0

The highest respondent's response is on the statement PD11 "I bought Miemie Brownie products as a snack" with a value of 89.7 percent. In comparison, the lowest respondents' response is shown in the statement PD4 "I bought Miemie Brownie products because of the popularity of the Miemie Brownie brand" with a value of 72.4 percent. Furthermore, to find out the overall characteristics of the Purchase Decision on Miemie Brownie consumers, the authors used score interpretation and the percentage value on the Purchase Decision variable is 80.0 percent. This result indicates that the Purchase Decision of Miemie Brownie consumers is in a good category.

Based on the results of data processing, the results of the normality test by the usage of the Kolmogorov Smirnov test is Asymp. Sig (2-tailed) 0.075 > 0.05. It can be stated that the research data is normally distributed. Based on the results of data processing, it can be seen that the product innovation variable has a significance value of 0.516 which is greater than 0.05. It can be concluded that there is no heteroscedasticity problem for the regression model of the influence of product innovation on purchase decisions.

Based on the results of data processing, the results of simple linear regression analysis are obtained in table 6 as follows.

Table 6. Simple Linear Regression Analysis

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	3.022	1,360		2.222	.027
	Product Innovation	1.474	.041	.892	36,299	.000
a. Dependent Variable: Purchase Decision						

Based on table 6 above, the results of the simple linear regression equation are obtained as follows.
Y = a + b X
Y = 3.022 + 1.474X
Based on the regression equation above, it can be interpreted as follows:

a. A constant of 3.0222 means that if Product Innovation is 0 and there are no changes, the Purchase Decision will still be worth 3.022
b. The regression coefficient is 1.474, which means that if the product innovation variable increases by 1 percent, the purchase decision value increases by 1.474. This shows that the Product Innovation variable contributes positively to the Purchase Decision. This positive influence shows that the higher the Product Innovation carried out by Miemie Brownie, the value of the Purchase Decision on the consumer will increase.

Based on the results of data processing that can be seen in table 6, the result of hypothesis testing is obtained with a t_{count} of 36,299 with a significance of 0.000, then compared with the t_{table} with a probability of 5 percent and df = 342-2 = 340. Then the results obtained t_{table} is 1,967. Because the results of $t_{count} > t_{table}$ (36,299 > 1,976) and significance (0.000 < 0.05) then H_0 is rejected and H_1 is accepted. It can be stated that Product Innovation has a significant effect on the Purchase Decision of Miemie Brownie consumers.

Based on the results of data processing, it can also be seen that the coefficient of determination is 79.5 percent. This indicates that the influence of product innovation on purchase decisions is 79.5 percent, while the remaining 20.5 percent is contributed by other variables outside this research.

Based on the results of the data analysis that has been carried out, it can be seen that the results of this study are relatively the same and support previous research that has been carried out by Zhang & Tang (2017), Almira & Sutanto (2018), Lahindah et al. (2018), Ghozali et al. (2019), Osman et al. (2020), Wulandari (2021), and Rayi & Aras (2021), where Product Innovation has a positive and significant effect on the purchase decision. Meanwhile, this research also contradicts the previous research conducted by Hatta et al. (2018) and Ernawati (2019) which state that Product Innovation does not affect the purchase decision.

5. Conclusion and Suggestions

Based on the results of the data analysis, these are the conclusions of this study:

a. The Product Innovation implemented by Miemie Brownie is in a good category.
b. The Purchase Decision carried out by Miemie Brownie is included in the good category**.**
c. Product Innovation has a positive and significant effect on the Purchase Decision of Miemie Brownie consumers with a value of 79.5 percent.

This study also offers some suggestions as follows:

a. Miemie Brownie needs to maintain its product innovation because it is proven that product innovation has a huge effect on consumers' purchase decisions for Miemie Brownie.
b. Further research is suggested to do a factor analysis to find out other variables besides product innovation that can influence the purchase decision of Miemie Brownie consumers to find out the 20.5 percent of other factors that influence the purchase decision.

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