

Factors that Influence Purchasing Decisions of Asian Chinese Food Coffee and Resto in Bogor

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Abstract

This purpose of this research was to identify and analyze the Influence of services quality, price and product quality on the purchase decision Asian Chinese food coffee and resto. The method that used in the research was using quantitative descriptive analysis with likert scale as measuring instrument. The population in this study is the people who have purchased Asian Chinese food coffee and resto, while the sample number is 75 people. The results showed that: (1) The higher the level of quality of service provided, the higher the consumer purchasing decision. (2) The higher the price level of the product given, the higher the consumer purchasing decision. (3) The higher the level of quality of products provided, the higher the level of consumer purchasing decisions.

Keywords: Services Quality, Price, Product Quality, Purchase Decision, and Chinese food.

Introduction

There are many factors that influence consumers in deciding to purchase a product, such as service quality, price and product quality. One of them is the quality of service is one of the important factors to influence consumers. If a restaurant provides good service then customers will be interested in buying products at the restaurant. Another factor that influences purchasing decisions is price. Price is a customer benchmark for an item or service that will be obtained in accordance with its benefits and uses. Good and competitive prices will attract customers to come to buy at the restaurant. If the price is in accordance with the benefits that the customer receives, then the customer will not hesitate to buy the product at the restaurant.

In addition, product quality will also affect purchasing decisions consumer. A restaurant must pay attention to the quality of the products they are going to selling, because the quality of a product is one of the important factors for customers in deciding a purchase.

This is in accordance with the results research conducted by Muangsal (2019) said that product quality influence on purchasing decisions. Several strategies can be chosen, including providing quality for its customers, attractive prices and good product quality, so that customers are interested and decide to buy products at the restaurant. Likewise with Asian Chinese Food coffee and restaurant, a culinary place to relax in the Bogor area. This restaurant uses various strategies to increase its sales from time to time. The level of sales reflects the number of consumers who decide to make purchases at Asian Chinese Food coffee and restaurants.

There are many factors that influence consumers in deciding to purchase a product, such as service quality, price and product quality. One of them is the quality of service is an important factor in influencing a consumer in making purchasing decisions. If a restaurant provides good service, customers will be interested in buying products at the restaurant. Likewise, the services provided by Asian Chinese Food coffee and restaurants include cleanliness, tidiness, and responsive service to meet the needs of their customers so as to increase customer interest in making purchasing decision.

Theoretical Basis Service Quality

Good service quality is a factor that can affect the success of an organization. The development of a quality can be driven by a company's competition. According to Tjiptono (2016) service quality or service quality contributes significantly to the creation of differentiation, positioning, and competitive strategies for every marketing organization, both manufacturing companies and service providers. According to Kotler and Keller (2012) in measuring service quality there are five main dimensions, namely:

1. Reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily.
2. Responsiveness (responsivenees), namely the desire of staff to help customers and provide services responsively.
3. Assurance, which includes the knowledge, competence, courtesy, and trustworthiness of the staff: free of danger, risk and doubt.
4. Empathy, including ease in establishing relationships, good communication, personal attention and understanding of the individual needs of customers
5. Physical evidence (tangibles), including physical facilities, employee equipment, and means of communication.

There is the factors that need to be considered in improving the quality of service according to Tjiptono (2012) are:

1. Identify the main determinants of service quality. Every service provider is required to deliver the best quality service to consumers. Several factors are considered by consumers such as transaction security (payment using a credit or debit card), security, timeliness, and others.
2. Manage customer expectations. Many companies are trying to attract the attention of customers in various ways, one of which is exaggerating promises so that it becomes a 'boomerang' for the company if it cannot fulfill what has been promised.

3. Manage evidence of service quality. This management aims to strengthen customer assessment during and after the service is delivered.
4. Educate consumers about services. Efforts to educate services to consumers aim to realize the process of delivering and consuming services effectively and efficiently.
5. Cultivate a culture of quality. A quality culture can be developed in a company by holding a thorough commitment from all members of the organization from the top to the bottom.
6. Creating automatic quality. Automation has the potential to overcome the problem of the lack of human resources owned by the company.
7. Follow up on services Follow up services are needed to improve aspects of services that are less than satisfactory and maintain those that are already good.
8. Develop a service quality information system. Service quality information system is a system used by companies by conducting data research.

Price

Price is an important element in generating income. However, decisions regarding prices are not easy to make. On the one hand, high prices can be profitable for companies, but on the other hand it will be difficult for consumers to reach. According to Kotler and Armstrong (2016) price is the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of owning or using a product or service.

The dimensions of price according to Kotler and Keller (2012) are divided into several parts, namely:

1. Price Affordability

Consumers can reach the prices set by the company. Products usually have several types in one brand, the price also differs from the cheapest to the most expensive. With the price set, many consumers buy the product. For example: affordable product prices.

2. Price match with product quality.

Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. If the price is higher people tend to think that the quality is also better. For example: the price offered is in accordance with the quality of the product.

3. Price match with benefits

Consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases. For example: the suitability of the price with the benefits that consumers get.

4. Price according to ability or price competitiveness

Consumers often compare the price of a product with other products. In this case, the price of a product is highly considered by consumers when buying the product. For example: cheaper price than competitors

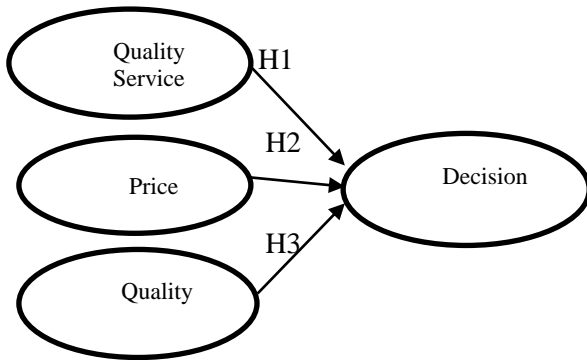
Product Quality

According to Kotler and Armstrong (2016) a product is anything that can be offered to a market for attention, acquisition, use and consumption that can satisfy a want or need. Quality is an important thing that is seen by consumers when buying an item. Consumers want to get products with high quality and can satisfy all their wants and needs

According to Mowen and Minor (2017) for a product there are eight dimensions that are used to assess its quality, namely:

1. performance (performance): performance on the main operating characteristics
2. features (features): the number of choices of knick-knacks that complement the main characteristics
3. reliability (reliability): the possibility of failure and not working
4. durability (durability): the age or service life of the product
5. serviceability: easy to repair and also the speed, courtesy, and timeliness shown by employees.
6. Aesthetics: the look, sound, or feel of a product
7. Conformance to specifications: the level of products in meeting production standards
8. Perceived quality (percieved quality): a set of categories, including the impact of image, brand and other intangible factors that affect consumer perceptions of quality.

Framework



Hypothesis

H1: Based on research conducted by Kodu (2013) said that service quality has a positive and significant effect on purchasing decisions. Based on the results of these studies, the hypothesis in this study is that there is an influence of service quality on consumer purchasing decisions at Asian Chinese Food coffee and restaurants.

H2: Based on previous research conducted by Muangsal (2019), it is stated that price has an effect on purchasing decisions. Based on these results, the hypothesis in this study is that there is an influence of price on consumer purchasing decisions at Asian Chinese Food coffee and restaurants.

H3: Based on previous research conducted by Muangsal (2019) said that product quality influences purchasing decisions. Based on these results, the hypothesis in this study is that there is an influence of product quality on consumer purchasing decisions at Asian Chinese Food coffee and restaurants.

Research Methods

The research method in this study is a quantitative research method using t-test, F analysis and multiple linear regression analysis. The data collection technique used in this research is the survey method. Data collection was done by using a questionnaire. In this study using non-probability sampling method. According to Sugiyono (2017) nonprobability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples. This survey was conducted on customers who bought products at Asian Chinese Food coffee and restaurants.

Results and Discussion

That student consumers are 55%, employees are 19% and entrepreneurs are 26%. respondents based on monthly income < IDR 3,000,000 amounted to 7%, IDR 3,000,000 - IDR 7,000,000 amounted to 37%, IDR 7,000,000 - IDR 10,000,000 amounted to 44%, and > IDR 10,000,000 amounted to 11%.

Based on the results of the validity, reliability and normality test using SPSS software, it is declared valid and reliable. Based on the normality test, it can be seen that the points spread around the diagonal line and the distribution follows the direction of the diagonal line, so it can be said that the residual data in the regression model between the variables of service quality (X1), price (X2), product quality (X3) and purchasing decisions (Y) are normally distributed.

Based on the heteroscedasticity test, it can be seen that the points spread randomly or do not form a certain regular pattern, both above and below the number 0 on the Y axis, so it can be said that this test does not occur heteroscedasticity and the regression model is feasible to use.

Based on the multicollinearity test, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is less than 10. So it can be said that this regression model is feasible to use because there is no multicollinearity between the independent variables.

Based on the results of multiple linear regression analysis:

1. The regression coefficient of the independent variable X1 is the service quality of 0.221 and its significant level is 0.002 because the value is significantly smaller than the alpha level of 0.05, then the quality of service has an influence on purchasing decisions. The regression coefficient value of the positive service quality variable indicates that the influence of service quality on purchasing decisions is unidirectional, which means that if the service quality is good, it will increase purchasing decisions.
2. The regression coefficient of the independent variable X2 is the price of 0.290 and its significant level is 0.001, because the value is significantly smaller than the alpha level of 0.05, then the price has an influence on purchasing decisions. A positive price variable regression coefficient value indicates that the effect of price on purchasing decisions is unidirectional, which means that if the price according to consumers is good, it will increase purchasing decisions.
3. The regression coefficient of the independent variable X3 is the product quality of 0.316 and its significant level is 0.002, because the value is significantly smaller than the alpha level of 0.05, then the quality of the product has an influence on purchasing decisions. The regression coefficient value of the positive product quality variable indicates that the influence of product quality on purchasing decisions is unidirectional, which means that if the product quality is high, it will increase purchasing decisions.

Table 1. Multiple Linear Regression Analysis

Model	Coefficients ^a			Sig.
	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
(Constant)	2,714	3.533		.473
x1	.221	.042	.451	.002
x2	.290	.189	.344	.001
x3	.316	.172	.422	.002

Based on the results of the t test, the value of Sig. the effect of service quality on purchasing decisions is $0.002 < 0.05$ and the value of T count is $4.368 > T$ table 1.993 then there is an influence of service quality variables on purchasing decision variables. Then the value of Sig. price on purchasing decisions is equal to $0.001 < 0.05$ and the value of T count is $3.113 > T$ table 1.993 then there is an effect of the price variable on the purchasing decision variable. Then the value of Sig. product quality on purchasing decisions that is equal to $0.002 < 0.05$ and the value of T count $4.177 > T$ table 1.993 then there is an effect of product quality variables on purchasing decision variables.

Table 2. t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	2,714	3.533		
x1	.221	.042	.451	4.368	.002
x2	.290	.189	.344	3.113	.001
x3	.316	.172	.422	4.177	.002

Based on the results of the F test obtained F count amounted to 13,551. With 95% confidence level, alpha = 5%. The F table formula is $F(k; nk) = F(3; 72)$, then the results are F table of 2.73. It can be seen that F count of 13,551 > F table of 2.73, so it can be said that the model is feasible to use

Table 3. F . test

		ANOVA ^a			Sig.	
Model		Sum of Squares	df	Mean Square	F	
1	Regression	744,146	3	231.887	13,551	.000b
	Residual	753.411	71	7.877		
	Total	1361.849	74			

a. Dependent Variable: y

Based on the results of the coefficient of determination test, it can be seen that the adjusted R square value is 0.730 (73.0%). This means that the variables of service quality, price, and product quality can explain the purchasing decision variables of 73.0%, while the remaining 27.0% is explained by other variables that are not used in this study. The coefficient value (R) of 0.622 indicates that the close relationship between the independent variables and the dependent variable is strong.

Table 4. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622a	. 611	.730	2.77668

Conclusion

The following are some of the main conclusions in the answers to the research objectives that have been described previously, as follows:

1. The higher the level of service quality provided, the higher the consumer purchasing decisions at Asian Chinese Food coffee and restaurant.
2. The higher the price level of the product given, the higher the consumer purchasing decisions at Asian Chinese Food coffee and restaurant.
3. The higher the level of product quality provided, the higher the level of consumer purchasing decisions at Asian Chinese Food coffee and restaurant.

Recommendation

Based on these conclusions, the recommendations in this study are as follows:

1. Further researchers can develop this research by examining other factors that can influence purchasing decisions, such as brand image factors, culture, consumer psychology. Further researchers can also use other methods in researching purchasing decisions, for example through in-depth interviews with respondents, so that the information obtained can be more varied than a questionnaire whose answers are already available.
2. In relation to the price variable, this variable is the variable with the lowest score compared to other variables. It is recommended that Asian Chinese Food coffee and restaurants pay more attention to the price factor of the products sold so that consumers do not hesitate in making purchasing decisions.

3. In this study, the service quality variable had the highest score compared to other variables. So it can be concluded that the quality of service provided by Asian Chinese Food coffee and restaurant to its consumers is very good. The restaurant is expected to maintain the quality of service so that purchasing decisions will increase and restaurant employees will be better in providing services to their customers.

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