



Building Consumer Purchasing Decisions At Fast-Food Restaurants And Cafes In Tegal

Sari Wiyanti¹, Gunisty²

^{1,2}Faculty Economics And Business, Pancasakti University, Halmahera Street Km.1 Tegal City, Indonesia

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ABSTRACT

This research in Indonesian, especially in Tegal because Investment growth in Tegal is very high, this can be seen by the number of foreign companies, hotels, malls, fast food restaurants and cafes in Tegal. The rise of fast food restaurants and cafes in Tegal is due to the high level of public consumption. In 2021, it was recorded at <https://jateng.bps.go.id> as many as 135 fast food restaurants and cafes in Tegal. The product served are varied, ranging from authentic Indonesian culinary dishes to foreign dishes. This study analyzes the factors that are able to build consumer purchasing decisions in consuming food at fast food restaurants and cafes in Tegal, namely the impression of quality, brand awareness, and brand loyalty. The sampling technique in this study uses purposive sampling. The data used in this study is primary data, which was obtained by conducting surveys and distributing questionnaires to 100 respondents, namely visitors to fast food restaurants and cafes in Tegal. The data obtained will be analyzed using multiple linear regression analysis. The analytical tool used to process the data is SPSS 22. The results of the simultaneous test (Test F) from this study is the value of $\text{sig } 0.00 < 0.05$ which means the hypothesis is "proven or accepted", this proves that Perceived Quality, Brand Awareness, and Brand Loyalty have an effect on building Consumer Purchasing Decisions in Fast Food Restaurants and cafes in Tegal.

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Corresponding Author:

Sari Wiyanti,
Faculty Economics And Business,
Pancasakti University,
Halmahera Street Km.1 Tegal City, Indonesia, Indonesia
Email: saridysa0604@gmail.com

INTRODUCTION

The city of Tegal is located in Central Java, Indonesia with a fairly high economic growth. As a business city, the level of investment entering the region is very high, as evidenced by the number of companies that are established in Tegal (covering Tegal City and Tegal Regency). The people of Tegal are hard workers so that their consumptive lifestyle has become a business opportunity for fast food restaurants and cafes in Tegal. Currently there are 135 restaurants and cafes that compete in Tegal, listed at <https://jateng.bps.go.id>. Restaurants and cafes compete competitively with varied food menus, ranging from culinary cuisine menus, modern cuisine menus to foreign cuisine menus. People in Tegal visit restaurants and cafes not only to eat but also to just hang out with friends or

just for refreshing. The atmosphere of the city of Tegal, which has a very beautiful aesthetic feel to the coastal area, is an opportunity for restaurants and cafes to provide a place for people who like to gather at night. And Tegal Regency, with its hilly areas, is very cool to enjoy all the time. This is a profitable investment opportunity for business people.

Purchasing Decision, the definition of a purchase decision refers to the meaning of the conclusion that consumers are biased towards making a purchase (Sumarwan 2011). Everyone's purchasing decision making process is basically the same, only that not all of the processes are carried out by consumers. Based on the purpose of purchase, consumers can be classified into two groups, namely final or individual consumers and organizational consumers or industrial consumers.

Perceived Quality building consumer purchasing decisions begins with the Perceived quality when consumers enjoy their cooking product. A delicious and varied product of dishes will make consumers loyal to these restaurants and cafes. The Perceived quality felt by visitors, both the quality of the product served but also the quality of service will affect purchasing decisions. A brand will be associated with quality specifications without the need to base detailed knowledge of specifications (Aaker 2017). The perceived quality can be the basis for brand extension. The relatively inexpensive price is a strategy to maintain existing customers, especially if those consumers are satisfied or even like the brand.

Brand Awareness Impact The first perceived Quality felt by consumers when eating the product of dishes served, will stick in the minds of consumers of the names of the restaurants and cafes. The Perceived good or bad quality has an impact on long-term and short-term purchasing decisions. The brand name of a fast food restaurant and cafe that sticks in the minds of consumers will make it easier for consumers to mention and find the name of the restaurant and cafe. It is not only the brand that is attached, but also the quality of the products in the form of product served by these restaurants and cafes. The assumption that a well-known brand is reliable, stable in business and reliable quality. Audiences tend to buy familiar brands because they feel safe with something they know. A well-known brand has the possibility of reliability, stability in business and quality that can be accounted for (Aaker 2017).

Brand Loyalty, (Aaker 2017) Brand loyalty, is a measure of a customer's relationship with a brand. Getting new customers is expensive for companies. Brand loyalty from customers represents a strategic asset, if managed and exploited properly has the potential to provide value. When brand loyalty increases, the vulnerability of customer groups from competitive attacks can be reduced. Likes for a brand increase brand loyalty, this has a positive effect that can create obstacles for competitors, because competing against liking is compared to competing with a product with a specific character.

Previous research, namely, "Cultural Uncertainty on Brand Trust of Fast Food Industry in Malaysia" (Mohamed and Norzaidi 2012) suggests that the culture of a region or a country will affect consumer confidence in consuming fast food restaurant food. , the number of fast food franchises operating in Malaysia where the phenomenon of cultural uncertainty such as religion greatly affects the company and its products, the sensitivity is to boycotts of western products and issues of trust in halal products^a). The next research is on Marrybrown restaurants in Malaysia (Oh, et al. 2021) entitled, "Factors Influencing the Customer Dining Experience and Retention at Marrybrown in Malaysia". The phenomenon of this research is how Marrybrown fast food restaurants grow and survive through different and special products and services, as well as providing an unforgettable dining experience for customers. Marrybrown always innovates menus and improves service quality^b). Research on "The Effects of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement" (Hanzaee and Taghipourian 2012) reveals that the restaurant and cafe business requires consumer involvement in its products, such as the role of brand credibility and prestige in purchase intention to be the main concern of consumers^c). Research, "Brand Knowledge and non-financial Performance in the Green Restaurants: Mediating Effect of

Brand Attitude" (Liu, Hu, et al. 2020) the phenomenon discussed in this study is that the number of restaurants makes the design of the green restaurant more natural, which brings positive attitudes from customers, green restaurant customers who have have brand knowledge so as to influence customer brand attitude^d).

Research in cafes is supported by previous research, namely "The Influence Brand Equity On Consumers Purchase" (D, et al. 2021) describing the phenomenon of changing people's lifestyles, the number of cafe businesses making competition more competitive. Starbucks is still leading in the coffee business ^e). The business phenomenon that exists is that Starbucks is the largest coffee company in the world, which serves high quality coffee, high quality of service to customers and always expands the global retail market. The results of this study indicate that a high level of brand equity results in a high level of customer decision. Starbucks always strives to increase customer loyalty and satisfaction creating a strong customer base. The study entitled, An Empirical Study on Customer Satisfaction, Perception, and Brand Image in Starbucks Coffee in India, Asia" (Pandey, et al. 2021) found that individual perception and satisfaction were directly related to the Starbucks brand. Starbucks Brand Image can affect customer satisfaction. Starbucks builds strong relationships with profitable customers. Starbucks also does a lot of promotion and expands its operations in strategic areas^f).

RESEARCH METHOD

This research uses independent variables, namely Perceived Quality (X1), Brand Awareness (X2), and Brand Loyalty (X3), and the dependent variable is Purchase Decision (Y). This sampling was done by random sampling and the samples used were visitors to fast food restaurants and cafes in Tegal. The primary data used in this study was obtained from a survey by distributing questionnaires to 100 respondents. From the answers to the collected questionnaires, they will be tested with Multiple Linear Regression analysis which is processed with SPSS 22 analysis tool (Suliyanto 2011).

From previous research namely and theoretical basis so the independent variables, is Perceived Quality (X1), Brand Awareness (X2), and Brand Loyalty (X3), and the dependent variable is Purchase Decision (Y), the hypothesis proposed in this study is as follows:

- H1: The Perceived quality is very influential in building consumer purchasing decisions for fast food restaurants and cafes in Tegal
- H2: Brand Awareness is very influential in building consumer purchasing decisions for fast food restaurants and cafes in Tegal
- H3: Brand Loyalty is very influential in building consumer purchasing decisions for fast food restaurants and cafes in Tegal
- H4: Perceived Quality, Brand Awareness and Brand Loyalty Together have an effect on building consumer purchasing decisions for fast food restaurants and cafes in Tegal

Based on the hypothesis above, the framework of this research can be explained in Figure 1 below:

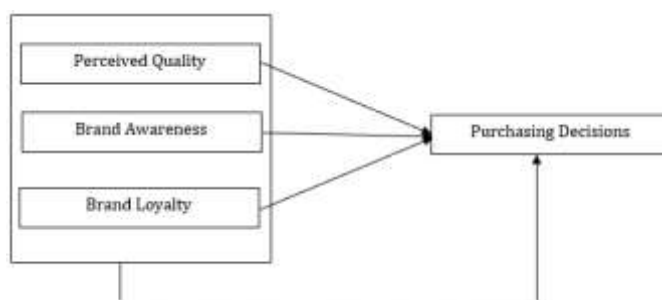


Figure 1. framework of this research

RESULTS AND DISCUSSIONS

Result

Multiple Linear Regression

The purpose of multiple linear regression analysis is to analyze the effect of two or more independent variables on the related variables. The variables in this study are Brand Loyalty, Brand Awareness, Quality Impression, and Purchase Decision which can be seen in the following table:

Table 1. The results of the analysis of Multiple Linear Regression X1, X2, X3 and Y

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5,851	2,668		2,193	,031
	Perceived_Quality (X1)	,495	,092	,452	5,378	,000
	Brand_Awarenes (X2)	,482	,125	,325	3,842	,000
	Brand_Loyalty (X3)	,810	,086	,694	9,389	,000

a. Dependent Variable: Purchasing_Decisions (Y)

Source: SPSS 22 . Data Processing

From table 1 above, the multiple linear regression equation can be explained below:

$$Y' = a + b1X1 + B2X2 + b3X3$$

$$Y' = 5.851 + 0.495 X1 + 0.482 X2 + 0.810 X3$$

So it can be explained that the multiple linear regression equation is

1. The magnitude of the constant is 5.851, which means that if the Perceived Quality (X1), Brand Awareness (X2) and Brand Loyalty (X3) are zero, then the Purchasing Decision (Y) is 5.851.
2. The Regression Coefficient Value of Perceived Quality (X1) has a positive value of 0.495, which means that if the Perceived Quality increases by 1, there will be an increase in consumer purchasing decisions of 0.4.95. This proves that there is a positive relationship between the Perceived quality on consumer purchasing decisions of fast food restaurants and cafes in Tegal.
3. The Regression Coefficient Value of the Brand Awareness regression coefficient (X2) has a positive value of 0.482 meaning that if Brand Awareness has increased by 1, there will be an increase in consumer purchasing decisions of 0.482. This proves that there is a positive relationship between Brand Awareness and Consumer Purchasing Decisions for fast food restaurants and cafes in Tegal.
4. The Regression Coefficient Value of Brand Loyalty Regression coefficient (X3) has a positive value of 0.810, meaning that if Brand Loyalty has increased by 1, there will be an increase in consumer purchasing decisions of 0.810. This proves that there is a positive relationship between Brand Loyalty and Consumer Purchase Decisions for fast food restaurants and cafes in Tegal.

1. T Test (Partial Test)

T test results (Partial test) in this study can be seen in table 2 as follows:

Table 2. T-Test Results (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Coefficients ^a		Beta		
	B	Std. Error			
(Constant)	5,851	2,668		2,193	,031
1 Perceived_Quality (X1)	,495	,092	,452	5,378	,000
Brand_Awarenes (X2)	,482	,125	,325	3,842	,000
Brand_Loyalty (X3)	,810	,086	,694	9,389	,000

a. Dependent Variable: Purchasing_Decisions (Y)

Source: SPSS 22 . Data Processing

Based on the results of the T test concluded as follows:

- 1) The results of the T test Perceived Quality obtained the value of $T_{count}=5.378 > T_{table} =1.984$ and value of $sig = 0.031 < \alpha = 0.05$, meaning that the Perceived quality has a significant effect on build Consumer Purchasing Decisions, which means the third hypothesis (H1) "There is an effect of Perceived Quality on consumer purchasing decisions of fast food restaurants and cafes in Tegal.
 - 2) The results of the T test Brand Awareness obtained the value of $T_{count}=3.842 > T_{table} = 1.984$ and value of $sig = 0.000 < \alpha = 0.05$, meaning that Brand Awareness has a significant effect on Consumer Purchasing Decisions. So the second hypothesis (H2) "There is an influence of Brand Awareness on Consumer Purchasing Decisions for fast food restaurants and cafes in Tegal"
 - 3) The results of the T test Brand Loyalty obtained the value of $T_{count}=9.389 > T_{table} = 1.984$ and of $sig = 0.00 < = 0.05$, meaning that Brand Loyalty has a significant effect on purchasing decisions. So the first hypothesis (H3) "There is an influence of Brand Loyalty on Consumer Purchase Decisions for fast food restaurants and cafes in Tegal".
2. Test F (Simultaneous Test)

The F test is used to test the variables of Perceived Quality, Brand Awareness, and Brand Loyalty which together have a significant influence on the purchasing decisions of consumers of fast food restaurants and cafes in Tegal. The significant level of probability is 5% or 0.05. The results of the F test can be seen in the following table:

Table 3. Simultaneous Test Results (Test F)

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	369,247	3	123,082	25,773	,000 ^b
Residual	458,463	96	4,776		
Total	827,710	99			

a. Dependent Variable: Purchasing_Decisions (Y)

b. Predictors: (Constant), Perceived_Quality (X3), Brand_Awarenes (X2), Brand_Loyalty (X1)

Source: SPSS 22 . Data Processing

The table 3. of the results of the F test above, obtained the value of $F_{count}=25.773 > F_{table} = 2.70$ and value sig is 0.00 so that the value smaller than 0.05 or $0.00 < \alpha = 0.05$, which means H_0 is rejected. This means that the hypothesis obtained is that the influence of Perceived Quality, Brand Awareness, and Brand Loyalty Consumer for buid Consumer Purchasing Decisions at fast food restaurants and cafes in Tegal is "proven or accepted".

3. Determinant Coefficient Analysis

The determinant coefficient (R²) serves to determine the magnitude of the presentation of the influence of the independent variable on the dependent variable. The formula used is $KP = R^2 \times 100\%$, KP is the value of the coefficient of determination and r represents the value of the correlation coefficient. A summary of the value of R square can be seen as follows:

Table 4. Results of the Analysis of the Coefficient of Determinants

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668 ^a	,446	,429	2,185

a. Predictors: (Constant), Perceived_Quality (X3), Brand_Awarenes (X2), Brand_Loyalty (X1)

b. Dependent Variable: Purchasing Decisions (Y)

Source: SPSS 22 . Data Processing

Based on the table above, it can be concluded that the correlation value in the resulting R Square column is 0.446. The degree of determination coefficient equation formed is:

$$KP = R^2 \times 100\%$$

$$KP = 0.446^2 \times 100\% = 44,6\%$$

From these results, it can be concluded that the variables of Quality Perceived, Brand Awareness, and Brand Loyalty together provide a contribution percentage of 44.6% to Purchase Decisions and the remaining 55.4% is influenced by other factors studied in this study.

Discussions

This research proves that Quality Impression, Brand Awareness and Brand Loyalty influence in building Consumer Purchase Decisions for Fast Food Restaurants and Cafes in Tegal. So that t can be explained as follows:

The first factor, which builds Consumer Purchasing Decisions is the perceived quality, namely the menu, taste and variety of menus served by restaurants and cafes in Tegal will give a positive impression in the minds of consumers this can be seen from The results of the T test Perceived Quality obtained the value of $T_{count}=5.378 > T_{table}=1.984$ and value of $sig = 0.031 \leq 0.05$. The quality of fast-food restaurants and cafes is very sensitive to the taste of consumers. If the first impression is satisfied, the consumer will give a high assessment of the restaurant and if the consumer is dissatisfied, the consumer will give a bad assessment of the fast food restaurant and cafe.

The second factor, which builds consumer purchasing decisions because consumers are aware of the name/brand of fast food restaurants and cafes they usually visit which can be seen from The results of the T test Brand Awareness obtained the value of $T_{count}=3.842 > T_{table} = 1.984$ and value of $sig \ sig = 0.000 \leq 0.05$. So that consumers already know the products that are sold and the prices are determined so that when consumers will enjoy fast food restaurants and cafes, they will visit their customers' places. They will entrust their products to a restaurant and cafe so it is not easy to switch or look for alternatives to other restaurants and cafes.

The third factor, which builds Consumer Purchase Decisions, because consumers will be loyal to a brand because they have bought repeatedly at the fast food restaurant and cafe which can be seen from The results of the T test Brand Loyalty obtained the value of $T_{count} = 9.389 > T_{table} = 1,984$ and of $sig = 0.00 \leq 0.05$. The quality of the menu served at the price paid makes consumers feel satisfied. Consumers will remember the name of the restaurant and cafe if one day they will come back. Consumers who are loyal to brands of fast food restaurants and cafes will make repeat purchases, do not switch to other brands, and recommend a brand to other people/friends/relatives and family.

Other factors that are very strong in building consumer purchasing decisions are factors that were not examined in this study as evidenced by the results of the Determinant test obtained by 55.4%. These factors include unplanned purchases, lifestyle and refreshing.

The number of restaurants and cafes that exist in Tegal makes people often confused when going to eat at a restaurant or cafe, so they randomly choose restaurants and cafes without paying attention to their names. They buy without planning so they don't consider and take issue with the menu that is served. If the menu that is served is in accordance with the quality and price, it can build consumer decisions to buy back at that place, but on the other hand, when consumers are disappointed, they will be deterred from the place.

The lifestyle of the people of Tegal also has the opportunity to build consumer purchasing decisions. The people of Tegal, whose activities are busy and do not have time to cook, decide to eat in restaurants and cafes.

Tegal people who like to stay up late often spend their time hanging out with family, friends or just relaxing to relieve stress. They will decide to go to restaurants and cafes that have a large space, comfortable facilities and a diverse product.

CONCLUSION

The conclusion from the results of the Constanta research is 7.769 meaning that if Brand Loyalty (X1), Brand Awareness (X2) and Perceived Quality (X3) are zero, then Purchase Decision (Y) is 7.769 meaning that restaurants and cafes in Tegal are strongly influenced by consumer loyalty, consumer awareness of the names of restaurants and cafes to be visited and the impression of the quality of the menus served by these restaurants and cafes. The three variables of brand loyalty, brand awareness and perceived value seen from the simultaneous test, the value of sig is 0.000 so that the value of sig <0.05 or 0.000 <0.05, which means this is very closely related in influencing consumer decisions in visiting restaurants and cafes in Tegal. The results of the determinant test of 48.4% and the remaining 51.6% are influenced by other factors that influence purchasing decisions at restaurants and cafes in Tegal including the price of the product or served, word of mouth, unplanned purchases, facilities provided provided, lifestyle, location and promotions carried out by restaurants and cafes.

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