

Effective strategies for Bebek Carok Sidoarjo Restaurant: Analyzing Brand Image, Product Quality and Price Perceptions Influencing Consumer Purchasing Decisions

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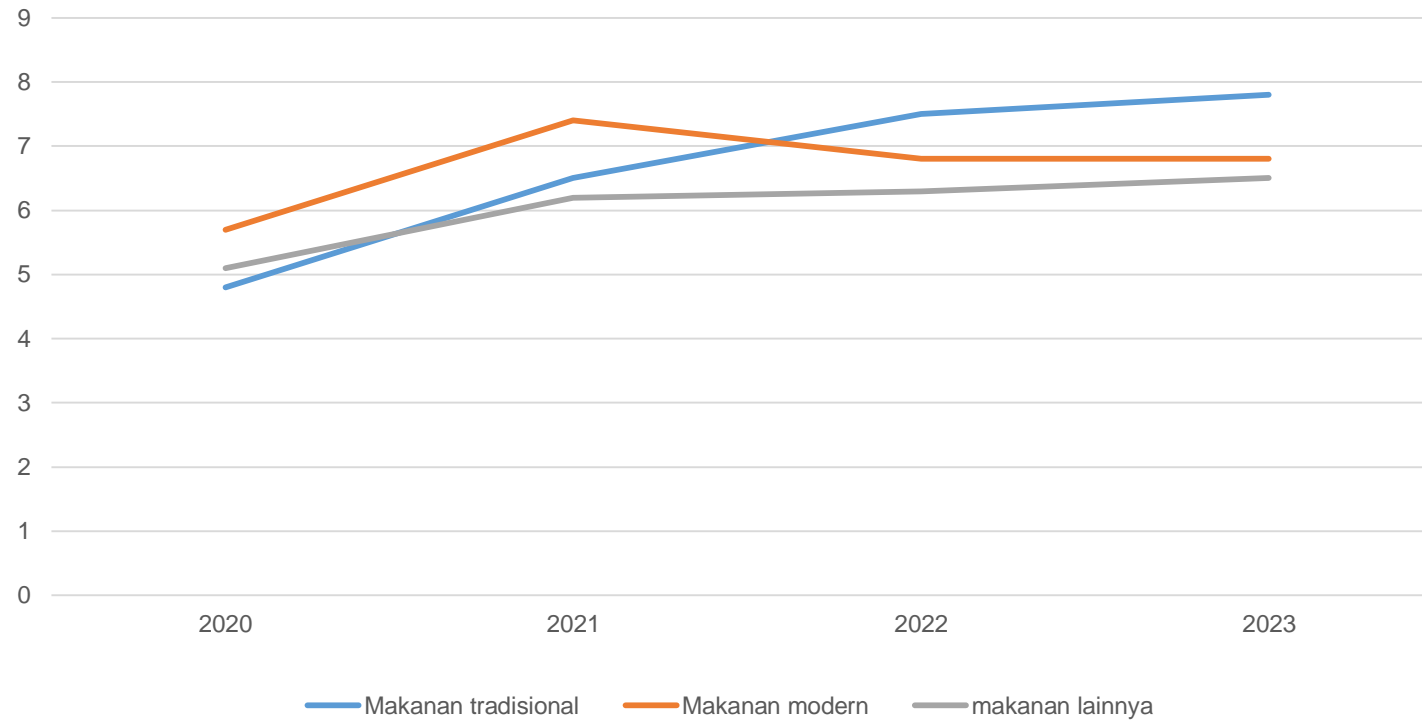


Introduction

- In this modern era, culinary development in Indonesia is increasingly accelerating, many new culinary delights are starting to emerge and reach all regions of Indonesia and even abroad. However, currently, traditional Indonesian culinary delights are rarely known by the current generation because of the increasing number of food products. incoming modern. This happens because many modern foods are easily accepted by people who are influenced by globalization, which has resulted in a decline in the popularity of traditional Indonesian cuisine. Therefore, the diversity of culinary specialties of a region which is its identity needs to be maintained. Entrepreneurs and influencers try and open traditional food restaurant businesses to improve traditional cuisine by improving service, maintaining the quality, innovating in food creation, and offering attractive prices. This has increased the development of traditional cuisine.

Introduction

Perkembangan kuliner di Indonesia



Sumber: data.goodstats.id

Introduction

A look at the data shows that in 2020, modern food was popular with the public with a percentage of 57.0% compared to traditional food, namely 48.0%, but in 2022 traditional food will start to increase again thanks to the many traditional culinary businesses that are innovating again with a percentage of 75.0 % and modern food as much as 68% and in 2023 the percentage of traditional food will be 78% and modern food will be 69%. The culinary industry continues to grow rapidly thanks to increasing quality and attractive prices.

Introduction

In the city of Sidoarjo, a traditional processed restaurant business has been opened, one of which is Bebek Carok. However, the owner, a comic or influencer, Tretan Muslim, often offends many parties, causing the restaurant's image to decline and the quality of its products also gets various responses from the public. There are those who think that the portions of rice and duck are too small, but there are also those who think that the duck dishes are too small. rich in taste and a spicy sensation that burns the tongue. Apart from that, with a price of 20 thousand per portion, Bebek Carok also has to compete with other duck restaurants in order to attract consumers to decide to buy their products.

Introduction

A strategy that can increase the competitiveness of food businesses is to strengthen the brand image of the restaurant itself. Brand image is the way consumers evaluate the brand. Every restaurant must also focus on increasing and producing high-quality food products. Product quality must demonstrate positive standards that include all product characteristics that affect its ability to satisfy customer needs. Apart from the product quality aspect, price is also an attractive factor for potential customers. Price perception is a consumer's view of the value obtained from the benefits of owning or using a product. Entrepreneurs need to be careful when setting the selling price of their products.

Research Gap

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Brand Image	Research conducted by R. W. Triana and Melinda Sinaga . Proving that Brand Image has a significant influence on Purchasing Decisions	Research conducted by S. Nurhayati . States that Brand Image has no significant influence on Purchasing Decisions
Product Quality	Research conducted by P. Pratiwi, H. Ridwan, and S. Ali , proves that product quality has a significant effect on purchasing decisions	Research conducted by Ohan W. Meti Lestari stated that product quality does not have a significant effect on purchasing decisions
Perception Price	Research conducted by K. Ilmiyah and I. Krishernawan stated that price perception has a significant influence on purchasing decisions	Research conducted by A. E. Nasution, L. P. Putri, and M. T. Lesmana proves that price perception has no significant effect on purchasing decisions

Research Purposes

- The aim of this research is to test whether brand image, product quality and price perceptions can influence purchasing decisions at Bebek Carok Restaurant in Sidoarjo.

Research Questions(Problem Formulation)

- **Problem Formulation:** Do Brand Image, Product Quality, and Price Perception have a significant influence on Purchasing Decisions?
- **SDGs Category:** This research is in accordance with the 8 Sustainable Development Goals (SDGs) indicators, namely supporting more inclusive and sustainable economic growth

Literature Review

Brand Image

Brand image is the customer's perception of a brand. For companies, developing a brand image is very important to create a positive impression in the eyes of consumers. The better the brand image of a product or service, the greater consumer confidence in these products and the higher their desire to buy them. The indicators used to measure brand image are as follows: 1) Company image, 2) Product image, and 3) User image.

Product Quality

Product quality is the perception that the product offered to consumers has more advantages compared to other products. Therefore, companies focus on the quality of their products and compare them with products offered by competitors. Product quality reflects consumer responses, whether satisfied or dissatisfied with the quality of a product or service. : 1) Taste, 2) Presentation, 3) Freshness, and 4) Innovation.

Literature Review

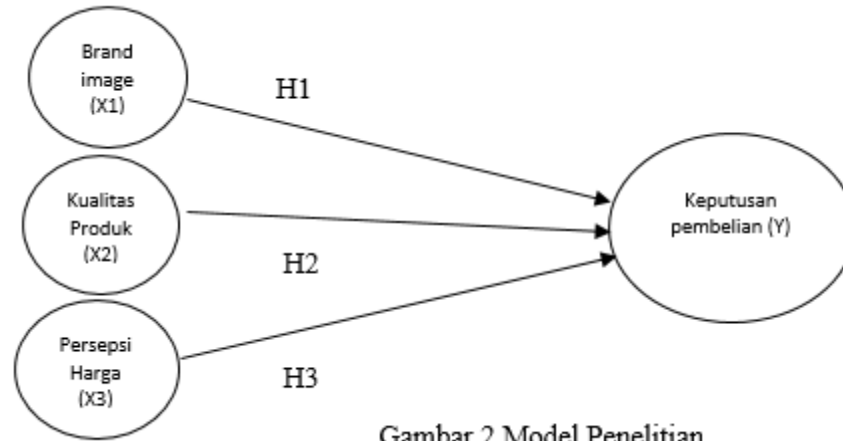
Perception Price

Price perception is a parameter that is seen from the amount of money paid by consumers. Price perception is a measure based on the amount of money spent by consumers. Indicators used to measure price perceptions include: 1) Price affordability, 2) Benefits, and 3) Price competitiveness.

Purchasing Decisions

Purchasing decisions are the step in which consumers identify the brands that are most popular and influence the consumer's intention to buy. It can be concluded that purchasing decisions are based on the most preferred brand preferences and are obtained after considering various factors. Indicators used to measure purchasing decisions include: 1) Product stability, 2) Purchase intention, 3) Recommendations from people, and 4) Repeat purchases.

Conceptual Framework



Gambar.2 Model Penelitian

Hipotesis

As has been described in the conceptual framework, a hypothesis can be determined as follows:

H1: Brand Image has a significant influence on Purchasing Decisions

H2: Product quality has a significant influence on purchasing decisions

H3: Price perception has a significant influence on purchasing decisions

Metode

Jenis penelitian	Metode kuantitatif
Populasi	Visitors to Bebek Carok Restaurant, Sidoarjo
Jumlah sampel	96 Responden
Teknik pengambilan sampel	Probability sampling
Variabel	Independent variables (Brand Image, Product Quality, Price Perception) Dependent variable (Purchase Decision)
Analisis data	Validity Test, Reliability Test, Discriminat Validity Test, Multicollinearity Test, R square test, F Square Test and Hypothesis Test (T)
Analisis tool	SmartPLS 3

Research Method

This research uses a quantitative approach, namely a research method that uses number-based data collection and analysis techniques to test hypotheses, draw conclusions, and understand the relationship between the variables studied. The population taken in this research are customers who have visited the Bebek Carok Sidoarjo restaurant, so the population size is not yet known. To determine the number of research samples based on the formula proposed by Lemeshow, the number of samples required is 96 respondents. The sampling technique uses probability sampling, with the accidental sampling method. The technique of taking samples is based on chance, accidentally meeting and being seen as suitable to be a source of research. This research uses data collection techniques, namely questionnaires on a grading Likert scale to evaluate individual views, attitudes or opinions towards a phenomenon being studied. The Likert scale used consists of statements with categories from "strongly disagree" to "strongly agree". Data analysis method used is Partial Least Squares (PLS), execution using the device SmartPLS 3 statistical software: Outer analysis model (measurement model assessment)

- Test measurement validity
- Sample reliability test
- Examination of phenomena Multicollinearity
- Deep model analysis (evaluation structural model)
- Assess the goodness of the model
- Conduct hypothesis testing

RESULTS AND DISCUSSION

- Description of respondents :**

Karakteristik Responden	Percent
Usia	
15-19 Tahun	13.7 %
20-24 Tahun	23.2 %
25-29 Tahun	46.3 %
>30 Tahun	16.8%
Jenis Kelamin	
Laki-Laki	72 %
Perempuan	27.4 %
Pendidikan Terakhir	
SMP	24.2 %
SMA/SMK	54.7%
S1	14.7 %
S2	6.3 %
Pekerjaan	
Mahasiswa	33.7 %
Swasta	34.7 %
Wiraswasta	23.2%
PNS/TNI/POLRI	8.4%

RESULTS AND DISCUSSION

- **Description of respondents :**

Based on Table 1, The results of the analysis of respondent identities show that in this study there were 96 respondents with various characteristics. In terms of age, the majority of respondents were in the 15-19 year age with a percentage of 14%, and 20-24 year olds with a percentage of 23 % ,25-29 year olds with a percentage of 46% >30 year olds with a percentage of 17%. In terms of gender, with a percentage of 72% male meanwhile there women with a percentage of 27%. Regarding education, the majority of respondents had a high school/vocational school background, with a percentage of 88%, followed with a junior high school with a percentage of 24.2 ,high school 55%, with a bachelor's degree with a percentage of 15 %, and 6 % with a master's degree. In terms of employment with a percentage of 35% is private employee, students with a percentage of 34 %, Entrepreneur with a percentage of 23%, PNS/TNI/POLRI with a percentage of 8 %.

RESULTS AND DISCUSSION

- **Validity test:**

	Brand Image	Price Perception	Product Quality	Purchase Decision
BI1	0.872			
BI2	0.811			
PD1				0.802
PD3				0.776
PD4				0.762
PP1		0.776		
PP2		0.815		
PP3		0.708		
PQ1			0.741	
PQ2			0.759	
PQ3			0.868	

- Based on the results of Table 2, it shows that all the indicators used to measure the variables in this research are said to be valid because signification > 0.05 .

RESULTS AND DISCUSSION

- **Discriminat Validity test:**

	Brand Image	Price Perception	Product Quality	Purchase Decision
Brand Image	0.842			
Price Perception	0.601	0.768		
Product Quality	0.702	0.668	0.791	
Purchase Decision	0.638	0.663	0.772	0.78

- Based on the results of Table 3, It is known that the AVE value of each Brand image variable is 0.842; Product quality variable has a value of 0,791.; variable Price Percepton value 0.768; variable Purchase Decision are worth 0.780. The results of all data presentations are valuable AVE discriminant validity.

RESULTS AND DISCUSSION

- **Reliability test:**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchase Decision	0.682	0.691	0.823	0.609
Product Quality	0.698	0.705	0.833	0.626
Price Perception	0.653	0.664	0.811	0.589
Brand Image	0.593	0.605	0.83	0.709

- Based on the results of Table 6, It can be seen that the composite reliability value for all research variables is > 0.70 . This shows that all research variables have met composite reliability and have high reliability values, because Ghozali reseach the composite reliability value is > 0.7 although the value 0.60 is still acceptable.

RESULTS AND DISCUSSION

- **Multikolinearity test:**

	Brand Image	Price Perception	Product Quality	Purchase Decision
Brand Image				2.103
Price Perception				1.924
Product Quality				2.423
Purchase Decision				

- Based on the results of Table 7 ,VIF value for the Brand image variable on Purchasing Decisions 2,103, for the Product Quality variable towards Purchase Decision is 1.9240, and fo Price Perception variables on decisions Purchases were 2.423

RESULTS AND DISCUSSION

- **R Square test:**

R Square	R Adjusted	Square
Purchase Decision	0.631	
0.643		

Based on Table 6, As can be 0.631 (63.1%), which shows a strong correlation. This shows that the effect of Brand Image, Product Quality, and Price perception towards purchasing decisions is 65.9%,

RESULTS AND DISCUSSION

- **F square test:**

	Brand Image	Price Perception	Product Quality	Purchase Decision
Brand Image				0.022
Price Perception				0.08
Product Quality				0.32
Purchase Decision				

- Based on Table 7, Most of the influence interrelationship of independent variables and variables dependents can be seen based on the table previously. The magnitude of this influence displayed as follows:
- 1. The F2 value of the Brand image variable is 0.022, . By Therefore, it can be concluded that percentage of purchasing decisions influenced by the Brand image variable is small
- 2. The F2 value is 0.080 for the variable Prouct Quality . Thus, you can concluded that the percentage of decisions purchases that are influenced by product quality is small
- 3.The F2 value of the Price Perception variable is 0.320, it can be concluded that the percentage of purchasing decisions which is influenced by the price perception variable is strong or moderate.

RESULTS AND DISCUSSION

- **T test (Hipotesis):**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Purchase Decision	0.526	0.515	0.092	5.71	0.213
Price Perception -> Purchase Decision	0.235	0.252	0.104	2.265	0.024
Brand Image -> Purchase Decision	0.128	0.136	0.102	1.247	0,000

- **Brand Image Influences Purchasing Decisions**

Based on the analysis results in table 8, The original sample value was 0.128 indicating that brand image can be have a positive impact on decisions purchasing among the variables that influence that decision. On the side else, evaluate the t statistic of the variable Job satisfaction produces a value of 1.247 with a p value of 0.000. With t- statistics <1.984 and p value >0.05, data .(H1 rejected).

- **Product Quality Influences Purchasing Decisions**

Based on the results of the analysis in table 8, The original sample value was 0.526 indicating that brand image can be have a positive impact on decisions purchasing among the variables that influence that decision. On the side else, evaluate the t statistic of the variable Job satisfaction produces a value of 5,71 with a p value of 0.213. With t-statistics >1.984 and p value >0.05, data .(H2 accepted)

- **Price Perception Influences Purchasing Decisions**

Based on the results of the analysis in table 8, The original sample value was 0.235 indicating that brand image can be have a positive impact on decisions purchasing among the variables that influence that decision. On the side else, evaluate the t statistic of the variable Job satisfaction produces a value of 2.265 with a p value of 0.024. With t- statistics <1.984 and p value >0.05, data .(H3 rejected)

Conclusion

- The conclusions of this research are, a) brand image has a negative significant effect on purchasing decisions. This means that brand image does't has significant influence on the decision to purchase a Bebek Carok In Sidoarjo . b) product quality has a positive and significant effect on purchasing decisions. This means that it shows that the Bebek Carok product has a good shape and quality. From this data p product quality is positive and significant on purchasing decisions for Bebek Carok in Sidoarjo. Will be; c) price perception has a negative significant effect on purchasing decisions. This means that price perception does't have significant effect on purchasing decisions for Bebek Carok in Sidoarjo.

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