

THE INFLUENCE OF CULTURAL, SOCIAL, BRAND IMAGE, AND PERCEPTION OF QUALITY ON PURCHASING DECISION AT JINJJA CHICKEN

¹Efin Shu, ²Angellica Nathania Benida

^{1,2} Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Medan

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ABSTRACT

Jinjja Chicken is a restaurant with a main menu of Korean fried chicken. The restaurant experienced a decrease in revenue due to increasing competition from other Korean restaurants. Customers have several factors in terms of shaping consumer behavior, one of which is culture and social. The development of Korean restaurants in the city of Medan is increasingly developing. At present the development of Korean restaurants in Medan makes Jinjja Chicken has an urgency to improve its image. There are still problems at Jinjja Chicken experienced by consumers who have not received optimal service. The purpose of this study was to determine the influence of cultural, social, brand image, and perceived quality on purchasing decisions. This research was conducted using quantitative, descriptive, and causal methods. The test results have passed the validity, reliability, classic assumption tests of normality, multicollinearity, and heteroscedasticity tests. The population used is all customers of Jinjja Chicken and the total sample is 140 respondents using convenience sampling. The results of hypothesis testing show that culture, social, brand image, and perceived quality have positive and significant effect on purchasing decisions partially and simultaneously so that the hypotheses H1, H2, H3, H4 are accepted. The coefficient of determination is 55.5% and the rest is influenced by other variables not examined. Recommendations for Jinjja Chicken are adding other menus that are in accordance with Korean culture, providing special room for family events, providing promotional programs to consumers, implementing hygiene and safety standards in handling food, and implementing loyalty program for customers.

E-mail:

genesis.sembiring@uph.edu

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1. INTRODUCTION

The phenomenon of Korean culture currently is very developed, especially in the city of Medan. The development of Korean culture has a strong influence on various aspects of daily life, ranging from music tastes, appearance or *fashion*, food, and so on. In the aspect of food, the development of Korean culture was also followed by the emergence of various Korean food restaurants in Medan City.

Korean culture is a blend of traditional and modern influences, and it has style, aesthetic, and values that are different from Western or other Asian cultures. This uniqueness makes it stand out and attracts global audiences who are interested in experiencing something new and different.

Cultural factors relate to behavior and the desire to earn with perception or preference. Social factors are related to the social class or strata of the individual. Social factors such as changing lifestyles and consumer preferences have also contributed to the success of Korean restaurants. Many people are looking for new and exciting dining experiences, and Korean restaurants offer a unique and flavorful.

Social factors such as globalization and immigration have also contributed to the popularity of Korean restaurants. As more people travel and migrate to different parts of the world, they bring with them their food cultures and Korean cuisine is no exception. Korean restaurants can now be found in major cities around the world, and they offer a taste of Korean culture and cuisine to people from all walks of life

Jinjja Chicken one of the Korean restaurants in Medan City with a mainstay menu is Korean fried chicken. A strong brand image for a Korean restaurant can help to differentiate it from its competitors by creating a unique identity that reflects its values and mission. This can include a focus on authenticity, quality, taste, and values that align with Korean culture. By emphasizing these elements, a Korean

restaurant can create a distinct brand image that appeals to a specific customer base, setting it apart from competitors that may offer similar cuisine.

To view consumer purchasing decisions from consumer income data as follows.

Table 1. Revenue Data of Jinjja Chicken Cut Mutia Branch Medan

Moon	Amount of Revenue (Year)		
	2020	2021	2022
January	320,550,000	352,650,000	286,500,200
February	286,500,200	356,350,000	353,230,000
March	253,050,000	350,250,000	365,250,000
April	250,500,000	365,300,000	236,500,000
May	236,500,000	293,560,000	203,600,000
June	203,600,000	285,700,000	232,360,000
July	232,360,000	323,500,000	352,650,000
August	315,360,000	353,230,000	356,350,000
September	342,010,000	365,250,000	350,250,000
October	295,300,000	312,650,000	365,300,000
November	311,500,000	296,500,000	293,560,000
December	306,950,000	285,350,000	312,650,000
Total	3,354,180,200	3,940,290,000	3,708,200,200

Source: Jinjja Chicken Cut Mutia Branch Medan (2023)

From the revenue data, from 2020 to 2021 revenue has increased, this is due to the increase in the K-Pop hype which is increasingly spreading among the public which has made Korean restaurants also one of the trends in society. but in 2022, revenue declined due to more and more competition with other Korean restaurants that have also appeared, and the easing of the pandemic has made business competition even tougher. This shows that there has been a decline in consumers' purchasing decisions.

Currently, the development of Korean restaurants in Medan City has made Jinjja Chicken the urgent to improve its image. Here are some Korean restaurant brands in Medan City.

Table 1 List of Korean Restaurant in Medan

No	Restaurant Name
1	Angry Korean BBQ
2	Jinjja Chicken
3	Dae Bak Korean BBQ
4	Kimhap Nara
5	Omma Recipe
6	Pochajjang Korean BBQ
7	Chir Chir Korean Chicken
8	Patbingsoo Medan
9	Cung Gi Wa
10	Sagye Contemporary Korean Cuisine

Source: Orami (2023)

The above table shows the list of Korean restaurants in Medan with a variety of different concepts, thus making consumer preferences wider and making consumers' purchasing decisions more diverse. This also causes a decrease in income because there is more competition and makes consumer choices more diverse.

Here are the review results from Google reviews.

Table 2 Ratings from Jinjja Chicken Cut Mutia from Google Reviews

Name and Star	Time	Statement
MY (1 star)	1 year ago	Slow customer response is often disappointed by arrogant staff/employees
KAH (1 star)	1 year ago	Especially for millennial children... the price is a bit expensive too

<u>JBW</u> (1 star)	2 years ago	With standard food, standard prices, and poor service, I don't think there are enough compelling reasons to make me want to come back to this place.
SA (1 star)	1 year ago	long time ready to take away
DZ (2 stars)	1 year ago	doesn't serve well

Source: Google Reviews (2023)

Google review data, shows that there are still poor responses from consumers. Perceived quality in a Korean restaurant also includes the level of service provided. Customers expect friendly and attentive service that reflects the values of Korean cultures, such as hospitality and community. Service that is efficient, knowledgeable, and responsive to customers' needs can enhance their perception of the quality of the restaurant.

Some of the previous studies that became gaps in this study include those by Shelviana (2019) with the results of research on cultural factors, social factors, and significant influences on purchasing decisions. Another study by Adhim (2020) stated that cultural factors have a negative and significant effect on consumer behavior in purchasing decisions and social factors have a positive and significant effect on consumer behavior in purchasing decisions. Research by Sopiyan (2020) shows that quality perception has a positive effect on purchasing decisions. Another study by Ilmi et al (2020) with the results of brand image research had a positive and significant effect on purchasing decisions.

2. LITERATURE REVIEW

According to Law Insider (2022), restaurant is an eating establishment can be in forms of coffee shops, cafeterias, sandwich stands, and private and public-school cafeterias, which gives or offers for sale food to the public, guests, or employees, as well as kitchens and catering facilities in which food is prepared on the premises for serving elsewhere.

The Korean wave can be defined as a wave of pop culture that spread from the Korean entertainment industry to the rest of the world in the form of popular music (KPop) and drama series (KDrama), films, animation, games, food (KFood), and fashion styles that began to spread in the 1990s and continues to change to the latest version until now (Elitasari, 2022).

Hallyu or Korean wave is the term given to pop culture from South Korea which has spread widely in various countries in the world, including Indonesia. Hallyu or the Korean wave itself is a phenomenon of the rapid growth of Korean culture through mass media (Priyanto et al., 2021).

According to Rozzi (2022), culture is a set of values, beliefs, habits, desires, and behaviors that are learned by the surrounding community, from families, or other formal institutions as a guideline for behavior. This external aspect becomes the most fundamental determining factor in terms of one's desires and behavior because it involves all aspects of human life.

According to Shelviana (2020), the indicator of cultural namely:

- a. Culture
Culture is a broad concept that encompasses various aspects of human life, including language, religion, art, music, food, and social norms
- b. Sub-culture
Subcultures can be based on various factors, such as age, ethnicity, profession, or interest.
- c. Social class
Social class is often determined by factors such as income, education, occupation, and lifestyle. The concept of social class is important in understanding social inequality and power dynamics in society.

According to Irwansyah et al (2021), social class is a relatively fixed and stratified division in society where each member shares the same values, interests, and behaviour. According to Putri and Suhermin (2022), social factors which include the influence of social groups, family, and references will also influence consumer behavior in purchasing decisions. Personal characteristics of consumers consisting of age, occupation, economic conditions, and lifestyle also influence consumers in purchasing decisions.

According to Shelviana et al (2020), the indicator of social namely:

- a. Consists of reference groups
Refer to groups of people that individuals use as a standard for evaluating their attitudes, beliefs, and behaviors. These groups can be either aspirational (such as a group an individual wants to belong to) or dissociative (such as a group an individual wants to avoid being associated with)
- b. Family

Refers to a group of individuals related by blood, marriage, or adoption, who live together and share emotional bonds and responsibilities. The family is an important social institution that plays a significant role in socialization, cultural transmission, and the reproduction of society

c. Roles and statuses

Refer to the positions and responsibilities that individuals occupy in society. A role is a set of expected behaviors associated with a particular status (such as the role of a teacher or a parent), while a status refers to a position in a social hierarchy (such as a student or a manager). Roles and statuses are important in defining social relationships and shaping individual identity.

According to Ilmi et al (2020), brand image is a perception that a brand has in describing a product to be purchased. Brand image is a depiction of the overall perception or assessment of the brand and the form of product information and product development history of the brand. According to Ilmi et al (2020), the indicator of brand image namely:

a. Corporate image

Refers to the overall perception and reputation of a company in the eyes of its stakeholders, including customers, investors, employees, and the public. It encompasses various aspects of the company, such as its products and services, branding, marketing, social responsibility, and overall performance

b. User image

Refers to the perception and reputation of a product or service in the eyes of its users or consumers. User image is shaped by various factors, such as product quality, design, features, functionality, and user experience. A positive user image can lead to customer loyalty, repeat purchases, and positive word-of-mouth marketing.

c. Product image

Refers to the overall perception and reputation of a particular product in the marketplace. It includes various aspects of the product, such as its design, quality, features, benefits, and value proposition. A strong product image can help to differentiate a product from its competitors, increase its market share, and generate customer loyalty.

According to Sirait and Sisnuhadi (2021), perceived quality is the consumer's perception of the overall quality or superiority of a product or service with the same intended purpose. According to Sopiyan (2020), indicators for quality perception consist of:

a. Good quality

Refers to the degree of excellence or superiority of a product, service, or experience in meeting or exceeding expectations, standards, or specifications. It may involve factors such as performance, durability, reliability, design, functionality, and customer satisfaction.

b. Security

Refers to the state or condition of being safe, protected, or free from danger, harm, or unauthorized access. It may involve physical, technical, procedural, or organizational measures that aim to prevent or mitigate risks, threats, or vulnerabilities. Examples include cybersecurity, data privacy, access control, surveillance, and emergency response.

c. A sense of accomplishment.

Refers to the feeling of pride, satisfaction, or fulfillment that arises from achieving a goal, completing a task, or overcoming a challenge. It may involve a subjective evaluation of one's competence, effort, progress, or impact, as well as external recognition, feedback, or rewards. It can be a motivator for continued growth, learning, and success.

According to Irwan (2019), purchasing decisions are an integration process that combines knowledge attitudes to evaluate two or more alternative behaviours, and choose one of them. According to Sentoso (2019), the indicators or purchasing decisions namely:

a. Makes the first choice

This refers to the act of selecting or making a decision before anyone else. It implies that the person is proactive, decisive, and confident in their ability to make choices.

b. Interest in doing

This refers to the level of curiosity or enthusiasm someone has towards a particular activity or task. It implies that the person is motivated and engaged in the activity and is likely to enjoy it.

c. Willing to be a loyal customer.

This refers to the willingness of a person to repeatedly use or purchase a product or service from a particular company. It implies that the person values the product or service and is likely to continue using it in the future.

Based on previous research by Putri and Suhermin (2021), cultural factors have a significant influence on purchasing decisions. Consumers follow the habits/cultural trends that are happening in their surroundings. According to Prawira et al (2019), the positive influence shown by cultural factors due to Korean culture entering Indonesia influences consumers to make purchases. Social factors are also influential due to consumer habits which tend to follow invitations or recommendations from friends or family regarding Korean food. In this case, the environment is very influential on consumer buying behavior. According to Adhim (2020), social factors have a positive and significant effect on consumer behavior in purchasing decisions. This proves that social factors can influence people's interest.

According to Ilmi et al (2020), a brand that has considered by consumers as a positive image in the minds of consumers will be more likely to make purchases, and if it is in accordance with what they believe, they can make repeat purchases. According to Miati (2020), brand image is one of the factors that influence purchasing decisions, with a good brand image, people will have more confidence in the brand image so many people choose the brand. According to Andrenata (2022), perceived quality has positive and significant effect on purchasing decisions. This proves that the better the quality of a product, the purchasing decision will increase. According to Sirait and Sisnuhadi (2021), the better the consumer's perception of product quality, the more it will encourage consumers to decide to buy the product. Perceived quality has a positive effect on consumer purchasing decisions.

Based on the theoretical condition of this research, the research model is formed to Cultural (X1), Social (X2), Brand Image (X3), Perception of Quality (X4) Purchasing Decision (Y) as follows:

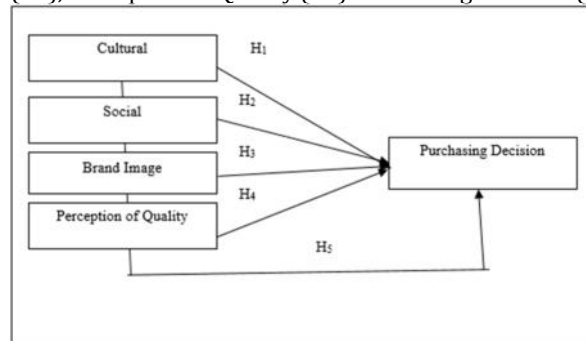


Figure 1 Research Model

Based on the research model above, the hypotheses in this study are as follows:

- H1: Cultural has a partial influence on Purchasing Decision at Jinjja Chicken.
- H2: Social has a partial influence on Purchasing Decision at Jinjja Chicken.
- H3: Brand Image has a partial influence on Purchasing Decision at Jinjja Chicken.
- H4: Perception of Quality has a partial influence on Purchasing Decision at Jinjja Chicken.
- H5: Cultural, Social, Brand Image, and Perception of Quality have a simultaneous influence on Purchasing Decision at Jinjja Chicken.

3. METHOD

The research model used in this study uses descriptive research using quantitative research. The reason the writer uses a quantitative approach is that the writer wants to analyze the figures or numbers as the results of the data processing. The population in this research is all customers of Jinjja Chicken, whose size is unknown due to nature of business. The sampling technique used by the author is non-probability sampling, namely convenience sampling because the researcher draws and selects samples readily available at a given point in time. The sample in the study is all customers who fill in the questionnaire distributed by the researcher. According to Roscoe in Sugiyono (2018), the appropriate sample size in research is 30 to 500, in addition, if the research will do a multivariate analysis (correlation or regression), then the number of sample members is at least 10 times the variable studied. Based on the points above, the minimum number of samples in this study is 50 because it has 5 variables. However, this research will use 140 respondents to get a more accurate result from the respondents.

Primary data in this research is collected by distributing questionnaires in Google form links to the customers of Jinjja Chicken. The secondary data is obtained from journals, e-books, and any information from the internet.

The operational definitions for each independent variable and the dependent variable are:

Table 4 Operational of Research Variable Cultural

Variable	Indicator	Statements
Cultural (X1)	Culture	Korean Fried Chicken is a typical Korean dish. Jinjja Chicken's food reflects Korean culture.
	Sub Culture	Jinjja Chicken food is suitable for people who love Korean Wave. Jinjja Chicken food is suitable for people of all ethnicities in Medan.
	Social Class	I like Jinjja Chicken's menu because it fits the Korean style. People consume Jinjja Chicken's food as a way to express their lifestyle.

Table 5 Operational of Research Variable Social

Variable	Indicator	Statements
Social (X2)	Consists of reference groups	I bought food from Jinjja Chicken on the recommendation of my friend. Buying food from Jinjja Chicken shows that we are part of the Korean wave.
	Family	My family mostly likes Jinjja Chicken a Korean fried chicken restaurant. Jinjja Chicken restaurant is suitable for family occasions.
	Roles and statuses	Jinjja Chicken is suitable for people with middle to upper social status. Jinjja Chicken is preferred by university students from the middle to upper social class.

Table 6 Operational of Research Variable Brand Image

Variable	Indicator	Statements
Brand Image (X3)	Corporate image	Jinjja Chicken is a Korean fried chicken brand that has a unique flavor. Jinjja Chicken can reflect the current image of Korean culture
	User image	Jinjja Chicken has a good reputation with their customers. You had a good experience when you visited Jinjja Chicken
	Product image	Jinjja Chicken Food has a good image in the eyes of customers. Their fried chicken has a unique flavor compared to their competitors.

Table 7 Operational of Research Variable Perception of Quality

Variable	Indicator	Statements
Perception of Quality (X4)	Good quality	Jinjja Chicken products have a consistent and standardized taste.
	Security	Jinjja Chicken uses quality ingredients.
	A sense of accomplishment.	I am proud to eat Jinjja Chicken. I am satisfied eating Jinjja Chicken.
	Good quality	Food at Jinjja Chicken is safe for consumption. Food at Jinjja Chicken meets safety and hygiene standards.

Table 8 Operational of Research Variable Purchasing Decision

Variable	Indicator	Statements
Purchasing Decision (Y)	Makes the first choice	You choose Jinjja Chicken as your first-choice Korean restaurant You always consider Jinjja Chicken when you want to choose where to eat Korean food
	Interest in doing	You are interested in visiting Jinjja Chicken in the near future You are very interested in trying the new menu served by Jinjja Chicken
	Willing to be a loyal customer	You are willing to return to Jinjja Chicken in the future. You are a loyal customer of Jinjja Chicken

The writer uses the Likert scale to measure the answers from the respondents. Five-level Likert scale options are provided with the following format:

Table 9 Likert Scale

Question	Weight
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

To analyze the data, the writer employs a variety of analysis tools, including statistic test, validity test, reliability test, descriptive statistics, classical assumption test, regression equation, coefficient of determination, and hypothesis test.

4. RESULTS AND DISCUSSION

Validity and reliability pre-testing was carried out with 30 customers of Jinjja Chicken at Centre Point Medan. The use of 30 respondents is based on the theory of Sugiyono (2018), validity testing is carried out using 30 respondents because the test results are close to the normal curve. The validity test is used to see the validity of the questionnaire. The calculation of R_{table} with formula $N-2$ ($30-2$) = 0.361. The results of validity test are as below:

Table 10 Validity Test of Cultural

No	Total	Rtable	Result
1	0.586	0.361	Valid
2	0.717	0.361	Valid
3	0.652	0.361	Valid
4	0.625	0.361	Valid
5	0.635	0.361	Valid
6	0.676	0.361	Valid

Table 11 Validity Test of Social

No	Total	Rtable	Result
1	0.650	0.361	Valid
2	0.616	0.361	Valid
3	0.609	0.361	Valid
4	0.636	0.361	Valid
5	0.651	0.361	Valid
6	0.705	0.361	Valid

Table 12 Validity Test of Brand Image

No	Total	Rtable	Result
1	0.611	0.361	Valid
2	0.806	0.361	Valid
3	0.793	0.361	Valid
4	0.438	0.361	Valid
5	0.741	0.361	Valid
6	0.610	0.361	Valid

Table 13 Validity Test of Perception of Quality

No	Total	Rtable	Result
1	0.860	0.361	Valid
2	0.862	0.361	Valid
3	0.882	0.361	Valid
4	0.897	0.361	Valid
5	0.907	0.361	Valid
6	0.918	0.361	Valid

Table 14 Validity Test of Purchasing Decision

No	Total	Rtable	Result
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1	0.764	0.361	Valid
2	0.721	0.361	Valid
3	0.639	0.361	Valid
4	0.741	0.361	Valid
5	0.577	0.361	Valid
6	0.522	0.361	Valid

From the tables above can be seen that all $r_{count} > r_{table}$ which is 0.361. It means that all the questions from all variables are valid and can be continued to reliability test.

In the reliability test, all the questionnaire statements will be reliable when the Cronbach Alpha value $> 0,60$. The following are the results of the reliability test for all the variables:

Table 15 Reliability Test of Variables

Variable	Cronbach Alpha Value	Reliability
Cultural	0.721	Reliable
Social	0.708	Reliable
Brand Image	0.759	Reliable
Perception of Quality	0.946	Reliable
Purchasing Decision	0.742	Reliable

From the table above, the Cronbach Alpha's > 0.60 for all questionnaire items. With a significance level of 5%, it can be stated that the questionnaire's items are reliable and can be disseminated to the respondents as research instruments.

Before calculating the mean, median, mode, and standard deviation value, each distance of the value interval will be calculated as follows. All variables consist of 6 questions. Therefore, the interval calculation will be the same for the variables of Cultural, Social, Brand Image, Perception of Quality, and Purchasing Decision.

The interval class for each variable is:

Highest Class: 6 questions $\times 5 = 30$

Lowest Class: 6 questions $\times 1 = 6$

$$\begin{aligned} \text{Interval Equation} &= \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}} \\ &= \frac{30 - 6}{5} \\ &= 4.8 \end{aligned}$$

Table 16 The Interval of Each Variable

Interval Class	Description
6-10.8	Very Bad
10.81-15.61	Bad
15.62-20.42	Moderate
20.43-25.23	Good
25.24-30.04	Very Good

From the results of SPSS testing, the mean, median, mode, and standard deviation values of the tested variables are as follows.

Table 17 Mean, Median, Mode, and Std Deviation of Variables
Statistics

	Cultural	Social	Brand Image	Perception of Quality	Purchasing Decision
N	Valid 140	140	140	140	140
	Missing 0	0	0	0	0
Mean	18.7643	21.7857	20.8286	20.5500	20.3500
Median	18.0000	22.0000	21.0000	21.0000	20.0000
Mode	17.00	24.00	22.00	24.00	21.00
Std. Deviation	3.68276	3.81362	3.72999	3.67046	3.62629

From table above can be seen that the value of mean in cultural variable is 18.76 which means that most of the respondents are moderate about cultural variable. The value of mean in social variable is 21.78 which means that most of the respondents are good about social variable. The value of mean in brand image variable is 20.82 which means that most of the respondents are good about brand image variable. The value of mean in perception of quality variable is 20.55 which means that most of the respondents are good about perception of quality variable. The value of mean in purchasing decision variable is 20.35 which means that most of the respondents are moderate about purchasing decision variable.

For Cultural variable, the highest mean value is Q4 (3.66) on the statement "Jinjja Chicken Food is suitable for people of all ethnicities in Medan". The lowest mean value is Q1 (2.95) on the statement "Korean Fried Chicken is a Korean specialty dish" and Q3 (2.95) on the statement "Jinjja Chicken food is suitable for people who love Korean Wave."

For Social variable, the highest mean value is Q2 (3.85) on the statement "Buying food from Jinjja Chicken shows that we are part of the Korean wave". The lowest mean value is Q4 (3.38) on the statement "Jinjja Chicken Restaurant is suitable for family events."

For Brand Image variable, the highest mean value is Q5 (3.62) on the statement "Jinjja Chicken food has a good image in the eyes of customers." The lowest mean value is Q3 (3.35) on the statement "Jinjja Chicken has a good reputation in the eyes of their customers."

For Perception of Quality variable, the highest mean value is Q2 (3.60) on the statement "Jinjja Chicken uses quality ingredients." The lowest mean value is Q6 (3.26) on the statement "Food at Jinjja Chicken meets safety and hygiene standards."

For Purchasing Decision variable, the highest mean value is Q2 (3.50) on the statement "I always consider Jinjja Chicken when I want to choose a place to eat Korean food." The lowest mean value is Q6 (3.27) on the statement "I am a loyal customer of Jinjja Chicken."

The normality test is carried out to see the normality of the data. The statistical analysis uses the Kolmogorov-Smirnov Test.

Table 18 One-Sample Kolmogorov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.38430856
Most Extreme Differences	Absolute	.045
	Positive	.039
	Negative	-.045
Test Statistic		.045
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.

The test results showed that the value of the sig 2-tailed was 0.200. By the criterion if the value of sig > 0.05, then it can be declared that the test of one sample Kolmogorov Smirnov meets the assumption of normality.

Multicollinearity test is conducted to see the variation of the tested variables. The following are the results of the multicollinearity test.

Table 19 Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Cultural	.867	1.153
	Social	.782	1.279
	Brand Image	.921	1.086
	Perception of Quality	.865	1.156

a. Dependent Variable: Purchasing Decision

The tolerance values for the cultural, social, brand image, and perception of quality variables are 0.867, 0.782, 0.921, 0.865 and the VIF values are 1.153, 1.279, 1.086, 1.156. With the criteria > 0.10 for tolerance and VIF values < 10 , it can be stated that there is no problem from multicollinearity.

The heteroscedasticity test is carried out to see the variance of the residuals from one observation to another in the regression model. The Glejser test can be used to statistically analyze the heteroscedasticity test for statistical tests.

Table 20 Glejser Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.045	1.096		1.865	.064
Cultural	-.006	.038	-.015	-.159	.874
Social	-.018	.038	-.047	-.482	.630
Brand Image	-.006	.036	-.014	-.153	.879
Perception of Quality	.021	.038	.051	.549	.584

a. Dependent Variable: about

The test results in the glejser test showed the value of the sig > 0.05 for the cultural (0.874 $>$ 0.05), social (0.60 $>$ 0.05), cultural (0.879 $>$ 0.05), and perception of quality (0.584 $>$ 0.05). This shows that there is no heteroscedasticity problem in this test.

The next test is multiple linear regression analysis because it has more than one variable being tested. The following are the results of the regression analysis.

Table 21 Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.277	1.741		-1.308	.193
Cultural	.194	.060	.197	3.239	.002
Social	.353	.061	.371	5.799	.000
Brand Image	.288	.057	.296	5.026	.000
Perception of Quality	.258	.060	.261	4.292	.000

a. Dependent Variable: Purchasing Decision

The calculation of multiple linear regression analysis is below.

$$Y = -2.277 + 0.194 X_1 + 0.353 X_2 + 0.288 X_3 + 0.258 X_4$$

The F Test was carried out to see the simultaneous influence of variable X on variable Y. The following are the results of simultaneous testing.

Table 22 F Test ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1037.645	4	259.411	44.318	.000 ^b
Residual	790.205	135	5.853		
Total	1827.850	139			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Perception of Quality, Brand Image, Cultural, Social

$$F \text{ table} = t (\alpha / 2 ; n - k)$$

$$F \text{ table} = t (0.025 ; 140 - 3) = 2.67$$

By determining the sample of 140 respondents to see the value of F with a probability of 0.05. Then it can be determined that the value with a comparison of $F_{count} 44.318 > F_{table}$ is 2.44 with significant $0.000 < 0.05$. Then it can be concluded that the variable cultural, social, brand image and perception quality variables tested in this test showed positive results and had simultaneous effects on purchasing decision at Jinjja Chicken.

The T-Test is carried out to see the partial effect of variable X on variable Y. The following is the partial test results.

Table 23 T Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.277	1.741		-1.308	.193
	Cultural	.194	.060	.197	3.239	.002
	Social	.353	.061	.371	5.799	.000
	Brand Image	.288	.057	.296	5.026	.000
	Perception of Quality	.258	.060	.261	4.292	.000

a. Dependent Variable: Purchasing Decision

The calculation of t table below

$$t_{table} = t(\alpha / 2 ; n - k - 1)$$

$$t_{table} = t(0.025 ; 140 - 3 - 1) = 1.97756$$

Based on the table above, shows the results of the partial significant test (t-test) for independent variables. Below is the statement:

- Cultural variable with $t_{count} > t_{table}$ ($3.239 > 1.977$) and significant value is $0.002 < 0.05$ then show positive and significant result on purchasing decision at Jinjja Chicken. This means H_1 is accepted. Therefore, culture has partially influenced purchasing decision at Jinjja Chicken.
- Social variable with $t_{count} > t_{table}$ ($5.799 > 1.977$) and significant value is $0.000 < 0.05$, then positive and significant result on purchasing decision at Jinjja Chicken. This means H_2 is accepted. Therefore, social has partially influenced purchasing decision at Jinjja Chicken.
- Brand image variable with $t_{count} > t_{table}$ ($5.026 > 1.977$) and significant value is $0.000 < 0.05$, then positive and significant result on purchasing decision at Hot Hot Pot Restaurant. This means H_3 is accepted. Therefore, brand image has partially influenced purchasing decisions at Jinjja Chicken.
- Perception of quality variable with $t_{count} > t_{table}$ ($4.292 > 1.977$) and significant value is $0.000 < 0.05$, then positive and significant result on purchasing decision at Jinjja Chicken. This means H_4 is accepted. Therefore, perception of quality has partially influenced purchasing decision at Jinjja Chicken.

The previous research by Prawira et al (2019), with the same research results in this study, states that cultural and social have a positive and significant influence on purchasing decisions. This is also in line with other research by Laili (2020) with the results of research that perceived quality has a positive and significant influence on purchasing decisions. Research by Ilmi (2020) states that brand image has a positive and significant influence on purchasing decisions. Previous research by Shelviana et al (2020) and Adhim (2020) stated that cultural and social have a positive and significant influence on purchasing decisions.

The direction of the regression coefficient denotes the direction in which the independent and dependent variables are positively correlated.

Table 24 Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.568	.555	2.41937

a. Predictors: (Constant), Perception of Quality, Brand Image, Cultural, Social

b. Dependent Variable: Purchasing Decision

The table above shows the coefficient of determination (R^2) to be 0.555. This indicates that other factors including cultural, social, brand image, and perception of quality influenced purchasing decision by

55.5%. And 44.5% of those factors were related to purchasing decision as product quality, service quality, and brand awareness.

5. CONCLUSIONS

Cultural have partial positive and significant effect on purchasing decision at Jinjja Chicken with $t_{count} > t_{table}$ (3.239 > 1.977) and significant value is $0.002 < 0.05$. Regression coefficient is 0.194. Social has partial positive and significant effect on purchasing decision at Jinjja Chicken with $t_{count} > t_{table}$ (5.799 > 1.977) and significant value is $0.000 < 0.05$. Regression coefficient is 0.353. Brand image has partial positive and significant effect on purchasing decision at Jinjja Chicken with $t_{count} > t_{table}$ (5.026 > 1.977) and significant value is $0.000 < 0.05$. Regression coefficient is 0.288. Perception of quality has partial positive and significant effect on purchasing decision at Jinjja Chicken with $t_{count} > t_{table}$ (4.292 > 1.977) and significant value is $0.000 < 0.05$. Regression coefficient is 0.258. Cultural, social, brand image, and perception of quality simultaneously show positive and significant on purchasing decision at Jinjja Chicken with $F_{count} > F_{table}$ (44.318 > 2.44) and coefficient determination percentage is 55.5%.

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