

THE EFFECT OF SERVICE QUALITY AND MENU VARIATION ON PURCHASING DECISIONS

Febby Erisca¹, Tri Utari Ismayuni^{2*}

^{1,2}Sekolah Tinggi Ilmu Manajemen Sukma

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ABSTRACT

The middle class restaurant is Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra. Loyal customers of Kualanamu's Ayam Penyet Cindelaras in Deli Serdang, North Sumatra, have made it a special place in their hearts. However, the benefits presented by this restaurant are not ideal. Customers continued to voice their dissatisfaction with the various services, as well as the cleanliness, portion sizes, tidiness, and empathy of the employees at the restaurant. This can obviously affect the purchase choice. At Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra, the purpose of this study was to find out how consumer purchasing decisions are influenced by service quality and menu variety. Explanatory research is the term for this type of research. The population of this study consisted of 100 respondents who were customers of Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra. In this study, accidental and purposeful non-probability sampling was used as the sampling method. Cross tabulation, correlation test, determination, and linear regression are the analytical techniques used.

E-mail:

tariismayunii@gmail.com

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1. INTRODUCTION

Ayam Penyet Cindelaras really started from a multi-purpose meatball business run by Mr. Sumarsono in 1994. Mr. Sumarsono continues to make his dream come true from time to time. He sincerely aspires to see his mobile meatball business grow into a significant restaurant chain with a national reach. The opening of ADS Baso Urat (real beef) on Jln marks the completion of the first location as a result of his tireless efforts. Budi Medan Setia Usaha Mr. Sumarsono has continued to grow until now, culminating in the establishment of Ayam Penyet Cindelaras in 2007 which now has ten locations spread across various locations in the city of Medan and its surroundings.

The rise of similar culinary businesses requires business owners to differentiate their businesses to attract customers to visit and taste it so that the business can continue to operate. Knowing what consumers or target markets need, want, and expect is one way to achieve company goals. Marketing tactics are very important in this regard.

(Indrasari, 2019) The best quality of a product or service is undoubtedly important for customers. Taste, cleanliness, presentation and service are the main concerns of customers in the culinary industry. But "price", "menu", "time to serve", "location", "convenience", and the customer himself can also have an impact on their purchase decision. According to the product concept of Kotler and Keller, consumers prefer products with innovative features, superior performance or quality (Imron, 2019).

If we consider that the main concern of customers in the culinary industry is service, then it makes sense that businesses and restaurants should continuously strive to improve their quality. (Irfan & Muhammad, 2019) As a key competitive advantage and differentiator, the service factor has developed rapidly. From a business perspective, one effective way to differentiate or position yourself is to design and provide specific services. Business competitive strategy is affected by this. (Išoraitė, 2016).

When making purchasing decisions, consumers must also take into account the various product variants available. Menu variations at the Ayam Penyet Cindelaras Restaurant must be seen from the many choices of food and beverage menus served. According to Kotler & Keller (Jamarnis & Susanti, 2019), the real marketing task is not to find the right customer for a product, but to find the right product for the customer.

Therefore, it is hoped that by offering a variety of food and beverage choices it will be able to satisfy the desires of customers who each have different tastes and preferences in terms of shape or taste (Priansa, 2017).

As can be seen from the previous explanation, there are several aspects related to matters that can influence consumer decisions to buy and use restaurant services to meet their food needs which are considered in determining how a culinary business will survive. (Krisnawati, 2016) These elements, for example, the positive or negative variables of service quality, and menu offerings that vary with the aim of meeting trends, are all the same, and how appropriate

2. METHOD

(Nugraha et al., 2020) and Wykof states that "service quality" is control over the level of satisfaction expected from customers to satisfy their needs. In other words, expected service and perceived service are the two main factors that influence service quality (Kotler & Keller, 2018). If the help appears to be by ordinary help, then the nature of the help is considered good and good. If the assistance obtained exceeds the client's assumption, then the quality of administration is seen as optimal quality. On the other hand, poor service quality is perceived if the services provided are not as expected. Therefore, whether or not the service provider's ability to consistently meet customer expectations determines service quality.

In (Paradila, 2023), Parasuraman et al. state: 182), there are 5 components of administrative quality: Tangibles (physical evidence), Reliability, Responsiveness, Assurance, and Empathy (empathy). One of the most significant aspects of competition in the culinary industry is the menu offered by restaurants. Business people must make the right choices regarding the variety of menus that are sold because restaurants offer various dish services in the sense of a complete menu starting from taste, types of food, and drinks, as well as product availability at any time as needed. As previously mentioned, this will make it easier for customers to select and purchase various menus based on their preferences and will encourage them to make purchases. Product diversity itself is product completeness which refers to the depth, breadth, and quality of the products offered and their availability at any time in the store. Creating a variety of products will result in a variety of choices for customers. Product completeness, as defined by Philip Kotler in 2005, is the availability of all types of products produced by manufacturers for possession, use or consumption by consumers.

According to Kotler & Keller (Prakoso, 2020), Finding the right product for the right customer is the real marketing challenge, not finding the right customer for a product. Therefore, it is believed that offering a wide selection of food and beverages will truly fulfill the desires of customers who each have different tastes and preferences regarding form or taste. According to (Rosalina et al., 2019), choosing between different purchasing options is a buying decision-making process, and every consumer has a unique perspective. The shopper dynamic model includes three fundamental parts, specifically information, cycles, and outcomes. The data portion of the client element model comes from outside influences, which provide a source of information about a product or service.

Claim (Rosalina et al., 2019) There are four different consumer models with different perspectives of decision making: The human with an economic perspective, the Human model with a passive perspective, the Cognitive perspective of human brain, model of human personal emotional.

According to Kotler and Keller (Setyawan et al., 2018) customers go through 5 phases during the time spent buying an item, specifically: recognizing requirements, seeking information, evaluating other options, Decision to buy, and What happens after purchase.

The speculation in this study is:

- a. For Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra, it is suspected that consumer purchasing decisions are significantly influenced by service quality
- b. For Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra, it is believed that customer purchasing decisions are significantly influenced by menu variations
- c. For Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra, it is hypothesized that consumer purchasing decisions are significantly influenced by menu variations and service quality.

According to (Krisnawati, 2016) Control over the level of excellence expected from a service to satisfy customer needs is known as service quality. Overall, two fundamental factors affect the quality of administration, namely the assistance that is anticipated specifically and the visible administration (Indrasari, 2019). Service quality is perceived as satisfactory and satisfactory if it is at the level expected. Service quality is considered an ideal quality if it meets or exceeds customer expectations. On the other hand, poor service quality is perceived if the services provided are not as expected. Therefore, whether or not the service provider's ability to consistently meet customer expectations determines service quality. In (Irfan &

Muhammad, 2019). identified five dimensions of service quality: Tangible (such as physical evidence), Reliability, Responsiveness, Assurance and Empathy

Research using explanatory research, testing the hypothesis proposed by determining the magnitude of the relationship and influence between variables. The population in this study were all buyers of Ayam Penyet Cindelas Kualanam, Serdang Store, North Sumatra whose number is not known with certainty (unlimited). There will be 100 respondents in the sample. Purposive and accidental sampling is used in the sampling process, with special provisions such as: 1) Buyers or consumers of Cindelas Chicken Penyet Kualanam Deli Serdang North Sumatra; 2) able to answer questionnaire questions; and 3) consumers who were not previously selected as the sample for this study.

(Sugiyono, 2019) Questionnaires with open-ended questions and a Likert scale of 1 to 5 were used for this study. The SPSS for Windows version 20 program is used in analytical techniques which include: cross tabulation, reliability test, validity test, correlation test, coefficient of determination, t-test, multiple linear regression test, and validity test.

Data was collected internally by the researchers themselves at Ayam Penyet Cindelas Kualanam, Deli Serdang, North Sumatra. This study uses the principle that the subject masters the problem and has information to select informants to be used as data sources. In this case, researchers and informants have an equal position, so informants have complete freedom to present the information they have in a manner deemed appropriate.

- a. Therefore, in qualitative research, people who act as data sources in interviews are called informants. Informants in this study are those who have direct experience with the problem being investigated and have thorough understanding of the situation:
- b. Head of Finance for Ayam Penyet Cindelas Kualanam, Deli Serdang, North Sumatra
- c. Treasurer of Ayam Penyet Cindelas Kualanam, Deli Serdang, North Sumatra.

External data, namely data collected from outside sources, such as scientific publications, public records, journals, and the World Wide Web.

The techniques used to collect data in this study are: In-depth interview with the Staff of Ayam Penyet Cindelas Kualanam, Deli Serdang, North Sumatra through a question and answer session. Documentation, especially the collection of information in the form of documents regarding the management of financial administration at the Ayam Penyet Cindelas Kualanam, Deli Serdang, North Sumatra. Observation, namely data collection through observation and interviews with the staff of Ayam Penyet Cindelas Kualanam in Deli Serdang, North Sumatra, to fill in the knowledge gap. Structured interviews, also known as in-depth interviews in research, are conducted using a set protocol. Descriptive analysis is used in this investigation to provide a clear picture by collecting and sorting the data in detail, and then describing the findings found.

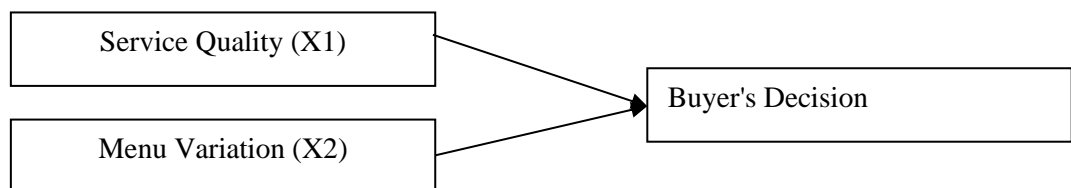


Figure 1. Hypothesis Framework

Source: Research Concept, 2023

3. RESULTS AND DISCUSSION

The results of SPSS for Windows version 20 are used to process questionnaire data. The results obtained are summarized as follows:

Table 1. Recapitulation of Data Analysis Results

Hypothesis testing	Correlation (R)	Coefficient Determination (R ²)	Regression Coefficient	t/F count	Sig	Conclusion
X1→Y	0.620	0.385	0.413	7,832	0	H0 is rejected, Haha accepted
X2→Y	0.422	0.178	0.554	4,606	0	H0 is rejected, Haha accepted

X1,X2→Y	0.677	0.458	0.323 (X1) 0.032 (X2)	27,029	0.000 (X1) 0.800 (X2)	H0 is rejected, Ha is accepted
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Source: Processed primary data, 2023

Based on Table 1, it can be seen that: Service Quality (X1) has a direct (positive) and significant effect on consumer purchasing decisions on Cindelas Kualanamu Ayam Penyet, Deli Serdang, North Sumatra (Y). The fact that the regression coefficient is set at 0.413 is proof of this. The strength of the relationship between the two is shown by the results of the correlation test of 0.620. The guarantee coefficient is 0.385, which means the quality management commitment in making reasonable purchasing choices for customers of Ayam Penyet Cindelas Kualanamu, Toko Serdang, North Sumatra is 38.5%. The consequence of the primary basic recurrence test, produces a determined t value of (7.832) > t table (1.9845),

Menu variations (X2) have a direct (positive) and massive effect on the purchase choice of buyers of Ayam Penyet Cindelas Kualanamu Kedai Serdang North Sumatra (Y). The fact that the regression coefficient is 0.554 shows this. The correlation test result of 0.422 indicates that there is a moderate relationship between the two. For Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra, the coefficient of determination is 0.178, indicating that menu variations explain 17.8 percent of consumer purchasing decisions. The second hypothesis, "Allegedly menu variations have a significant effect on consumer purchasing decisions of Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra," is accepted because the simple regression test t count (4.606) > t table (1.9845).

Administrative quality (X1) and menu variety (X2) together (simultaneously) have a direct (positive) and massive effect on the purchase choice of buyers of Ayam Penyet Cindelas Kualanamu Toko Serdang North Sumatra (Y). The menu variation is 0.032 and the service quality regression coefficient value is 0.323 indicating this. The test results of the strong correlation coefficient are 0.677. The guarantee coefficient is 0.458, which means that the commitment to administrative quality and menu selection in determining the buyer's purchasing choices for Ayam Penyet Cindelas Kualanamu, Toko Serdang, North Sumatra is 45.8%. The fourth hypothesis "allegedly service quality and menu variety have a significant effect on consumer purchasing decisions of Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra" is accepted by multiple regression test F count (27.029) > F table (2.7). Decisions regarding purchases are strongly influenced by service quality variables. The calculated t value of 7.832 compared to the menu variation variable shows this.

Discussion

The main speculation that says "service quality should essentially influence the purchase choice of buyers of Ayam Penyet Cindelas Kualanamu, Serdang Store, North Sumatra is recognized. This is supported by Philip Kotler's hypothesis (Irfan & Muhammad, 2019) which reveals that by offering quality assistance it wants to increase service offerings and create a clear advantage over competitors, quality must start from customer needs and end with customer discretion. the first hypothesis, it can be seen that the Ayam Penyet Cindelas Kualanamu, Deli Serdang, North Sumatra will increase consumer purchasing decisions if the quality of service is better Respondents stated that the nature of the administration provided by the Ayam Penyet Cindelas Kualanamu Toko Serdang North Sumatra is classified as top class, this is because the employees of Ayam Penyet Cindelas Kualanamu in Deli Serdang, North Sumatra, can provide services to Resto customers who are fast, precise, responsive, polite, attentive, and neat. Companies and resto parties can offer convenience to customers, provide accurate and clear information to customers, provide adequate facilities, provide a sense of comfort to customers, and also offer customers a sense of security. able to provide services to Resto customers that are fast, precise, responsive, polite, attentive, and neat. Companies and resto parties can offer convenience to customers, provide accurate and clear information to customers, provide adequate facilities, provide a sense of comfort to customers, and also offer customers a sense of security. able to provide services to Resto customers that are fast, precise, responsive, polite, attentive, and neat. Companies and resto parties can offer convenience to customers, provide accurate and clear information to customers, provide adequate facilities, provide a sense of comfort to customers, and also offer customers a sense of security.

"It is suspected that menu variations have a significant effect on consumer purchasing decisions for Ayam Penyet Cindelas Kualanamu, Deli Serdang District, North Sumatra" is the second hypothesis that is accepted. The findings of (Nugraha et al., 2020) stating that menu diversity has a significant effect on purchasing decisions are in line with the findings of this study. Based on the second hypothesis, it can be seen that the broader menu choice of Ayam Penyet Cindelas Kualanamu, Deli Serdang, and North Sumatra can

also influence consumer purchasing decisions, and vice versa. The variation on the Ayam Penyet Cindelaras Kualanamu Deli Serdang Sumut menu is included in the varied category according to the respondents because the menu is considered capable of offering a variety of choices.

4. CONCLUSION

The following can be drawn from the research findings that have been conducted: Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra with satisfactory service quality. This shows that customers assess the service quality of Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra, which has indicators, of dependability, responsiveness and empathy. However, there are still several question indicators regarding the service quality of Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra which continue to receive negative responses from respondents. These indicators include insufficient parking space, unhygienic toilets, unclear menu lists, especially regarding rice portions and prices, employee cleanliness, and food portions which according to some respondents are lacking. Ayam Penyet Cindelaras Kualanamu, Deli Serdang and North Sumatra offer a variety of menu choices. This shows that Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra, has successfully developed various offerings to meet the needs and preferences of various customers. However, there are still indicators that are perceived negatively by consumers, such as menu variations that are considered quite standard and comparable to other restaurants of a similar caliber, menus that do not offer a variety of spices, and overall menu availability. , as the customer stated. sometimes found or empty. The high category includes consumer purchasing decisions in North Sumatra, Ayam Penyet Cindelaras Kualanamu, and Deli Serdang. This shows that the company's strategy in offering its services to customers is effective in attracting their interest to make purchases. The quality of administration collectively affects the purchase choice of buyers of Ayam Penyet Cindelaras Kualanamu, Serdang Store, North Sumatra with the aim that speculation is recognized. At Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra, 38.5% of consumer purchase decisions are explained by service quality. With a regression coefficient value of 0.413, the service quality variable has a positive effect on consumer purchasing decisions. Customers are more likely to make purchases if Resto Sambal Van Java provides superior service. The second hypothesis is proven correct because menu variations have a significant effect on consumer purchasing decisions in Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra. At the Cindelaras Kualanamu Ayam Penyet Restaurant in Deli Serdang, North Sumatra, menu variety accounts for 17.8% of the explanations customers give as to why they make a purchase. With a regression coefficient of 0.554, the menu variation variable has a positive effect on consumer purchasing decisions. The more menu choices offered by Ayam Penyet Cindelaras Kualanamu, Deli Serdang, and North Sumatra, the more likely customers are to make purchases. The third hypothesis is correct because consumer purchasing decisions at Ayam Penyet Cindelaras Kualanamu, Deli Serdang, and North Sumatra are significantly influenced by service quality, menu variety, and price. At Ayam Penyet Cindelaras Kualanamu, Deli Serdang, North Sumatra, service quality and menu variety together account for 45.8% of the explanations customers provide for their purchasing decisions. With a regression coefficient value for the service quality variable of 0.323, a menu variety of 0.032, and a regression coefficient for the price variable of 0.457, consumers are more likely to make purchases. Based on this positive correlation, it can be assumed that the Ayam Penyet Cindelaras Kualanamu, Deli Serdang.

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