



CONSUMER PREFERENCES IN MAKING DECISIONS TO PURCHASE TRADITIONAL SNACKS AT TENANK CAFE, MEDAN CITY

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Abstract

This study discusses consumer preferences in making purchasing decisions for traditional snacks at Tenank Cafe, Medan City. This study aims to analyze consumer preferences for purchasing decisions for traditional snacks at Tenank Cafe, Medan City. The independent variables in this study are price, tangible, and food quality. While the dependent variable in this study is the purchasing decision. This type of research is quantitative. The population used in this study were all consumers at Tenank Cafe, Medan City. The sample used was 100 respondents with a non-probability sampling method with an accidental sampling technique. Data collection was carried out using a questionnaire distributed to Tenank Cafe consumers. Data processing and data analysis techniques were carried out using the SPSS 26 program. The results of this study indicate that price (X1) has a positive and significant effect on purchasing decisions (Y) for traditional snacks at Tenank Cafe with a t-count value of $7.303 > 1.985$ and a sig value of $0.000 < 0.05$. Tangible (X2) has a positive and significant effect on purchasing decisions (Y) of traditional snacks at Tenank Cafe with a calculated t value of $5.520 > 1.985$ and a sig value of $0.000 < 0.05$. The results of the food quality variable (X3) have a positive and significant effect on purchasing decisions (Y) of traditional snacks at Tenank Cafe with a calculated t value of $8.352 > 1.985$ and a sig value of $0.000 < 0.05$. If done together, price, tangible, and food quality have a positive and significant effect on purchasing decisions (Y) of traditional snacks at Tenank Cafe with a calculated f test result of $32.790 > 3.94$ and a sig value of $0.000 < 0.05$.

Keywords: *Consumer Preference, Price, Tangible, Food Quality, Purchasing Decision*

1. INTRODUCTION

Industrialization plays an important role in increasing a country's economic growth. The more types of industries that develop, the faster the economic growth. Indonesia itself has experienced an increase in population, which is 266,911.9 thousand people in 2019 and will increase again in 2024 by 281,603.8 thousand people. This increase in population has a significant impact on the development of industrialization, because larger consumers have an impact on high demand for goods or services, this certainly creates opportunities for industry to develop and expand its products to increase market needs that continue to grow. The sector that has experienced industrialization is the food and beverage industry. The increase in the food and beverage industry over the past 3 years, namely in 2020 - 2021, has increased by 2.54% to IDR 775.1 trillion.

The Central Statistics Agency (BPS) reported that the Gross Domestic Product (GDP) of the food and beverage industry at current prices (ADHB) was IDR 1.12 quadrillion in 2021, while in 2022 it increased by IDR 813.07 trillion and in 2023 it was IDR 849.41 trillion. This increase indicates high consumer demand for food and beverage products. The growing food industry and rapid exchange of information have made many foods from outside Indonesia enter and develop everywhere. One of them is fast food. Fast food is food with a very practical and fast manufacturing and serving process using high technology and additional addictive ingredients to make the food durable and then add various flavors and then package it well. Some fast foods are hamburgers, pizza, fried chicken, spaghetti, chicken nuggets, and others. In addition, there are also

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modern snacks where modern snacks are snacks made with the latest techniques and use more varied ingredients and usually have innovations in form, taste or presentation, for example dessert boxes, bubble tea, corn dogs, mini pancakes, churros, tai tea and others. The presence of fast food and modern snacks makes traditional snacks face challenges and problems in maintaining their existence. For this reason, business actors, especially traditional food businesses, are required to always innovate or make new efforts so that their businesses continue to run. Basically, every consumer has a different taste in choosing food.

For that, entrepreneurs in the food sector must know what consumers consider in making food purchasing decisions. Increasing consumer tastes for products sold can affect the increasing number of requests for the product, conversely, a decrease in consumer tastes for products sold can result in a decrease in the number of requests for the product. This is because consumers have personal views in making decisions about wanting to buy or choose food. The purchasing decision itself according to Kotler and Armstrong (2012) and inzusrony (2021) is a decision-making process for purchasing that includes determining what to buy or not to buy. One of the reasons consumers decide to buy food is because the food is in accordance with the preferences desired by consumers. For that it is important to know what consumer preferences are in choosing food. Preference itself is a liking for something compared to something else. The consumer preferences are price, tangible, and food quality.

If the quality of food matches consumer preferences, consumers are usually more interested in buying the food. These preferences can include taste, texture, presentation, and even ingredient composition. According to Serhan & Serhan (2019) Food quality is the quality characteristics of food that can be accepted by consumers. These characteristics can be temperature, texture, taste, nutritional aspects, and portions of food. In addition to food quality, consumers also consider good tangible elements such as comfortable and attractive places of sale. The interior design of an aesthetic place of sale, maintained cleanliness, and easy access to the place of sale create a positive shopping experience that greatly influences consumer decisions to buy. Tangible is a form of service that can be seen and felt or can also be what is used (Tjiptono & Chandra, 2016). With good tangible, it can give a positive impression that the food sold has better quality, so that consumers are more confident in making purchases.

Consumers who get food according to their expectations, then a comfortable and attractive place of sale will certainly not have a problem with the price when deciding to buy the food. Price itself is the amount of money that must be sacrificed by consumers to obtain goods or services that they have purchased according to their needs and desires. (Agustina et al., 2023). In North Sumatra, especially in the city of Medan itself, there are many interesting cafes, one of which is Tenank Cafe. Tenank Cafe is located in Eka Mulia Alley, Jln. Eka Rasmi, Kec. Medan Johor, Medan City. The owner of this cafe is Mr. Kuncoro Setiawan. Tenank Cafe itself is open from 09:00 - 23:00 WIB. Different from other cafes, Tenank Cafe offers a special food menu every weekend, namely Friday-Sunday in the form of traditional food. The traditional food at Tenank Cafe is in the form of snacks and heavy meals.

The traditional food menu offered by Tenank Cafe is very varied. Not only Medan specialties but there are also specialties from other regions in Indonesia. Consumers can choose food according to what they want because the menu choices are also varied. Initial observations made by researchers at Tenank Cafe found that when entering Tenank Cafe, consumers will encounter an aesthetic gate like in Bali. After passing through the gate, consumers will be immediately greeted by a traditional food buffet on the right and left sides. Heavy meals are on the left and snacks are on the right. The traditional food served has many menu choices.

The cool atmosphere of Tenank Cafe because it is in the middle of a teak tree garden, plus the music played is old-school music, making consumers feel comfortable and calm. The facilities provided are also quite complete. Starting from parking, prayer room, toilets that are kept clean and there is also a sand play area for children, so that children do not feel bored. The sand used is sand that is imported directly from Bali. The price of food at Tenank Cafe is still affordable for all groups, namely snacks starting from around Rp 4,000 / piece or 3 pieces of Rp 10,000 to Rp



15,000, for heavy meals starting from Rp 20,000 to Rp 35,000 / portion. The price of heavy meals is only intended for the main dish while chili sauce, fresh vegetables, crackers, and bananas are given free to consumers. The phenomenon of big city people whose eating habits are influenced by foreign food trends and busy lifestyles makes traditional food less popular, not to mention the difficulty of finding traditional food in big cities causing big city people to decide to buy modern food or fast food. However, this is in contrast to the situation at Tenank Cafe, Medan City. Tenank Cafe is crowded with consumers on weekends with the aim of consumers wanting to buy and enjoy traditional food. Consumers who come to Tenank Cafe consist of various groups ranging from young people, adults and even the elderly.

Differences in consumer visits on weekdays and weekends. The picture on the left is the condition of Tenank Cafe on weekdays, there are still many empty chairs and only a few consumers. While on the right and below is a picture of the condition of consumers on weekends, consumers are crowded and chairs are seen to be filled by consumers and there are consumers queuing to be able to choose traditional snacks. Consumers who come are not only from Medan. but there are also residents from outside Medan who are curious and come to visit. From this situation it can be interpreted that consumers at Tenank Cafe have good preferences for traditional food. To find out whether consumer preferences include food quality, tangible, and price from Tenank Cafe. So the researcher conducted an initial pre-survey that will be filled in by consumers at Tenank Cafe. The following is a table of the pre-survey that the researcher has done.

Table 1
Initial pre-survey results

No	Question	Yes	No	Amount
		F	F	
1.	Do you know Tenank Cafe?	30	0	30
2.	Are traditional snacks at Tenank Cafe your goal in coming and buying?	28	2	30
3.	Are the prices of traditional snacks at Tenank Cafe still appropriate and affordable for consumers?	22	8	30
4.	Does the cafe atmosphere at Tenak Cafe make you interested in buying traditional snacks?	24	6	30
5.	Are you satisfied with the taste of traditional snacks at Tenak Cafe?	22	8	30

Source: Author's Processed Data

Based on table 1, the results of the initial pre-survey show that there are 30 consumers who know Tenank Cafe, which means that everyone knows Tenank Cafe. 28 people come to Tenank Cafe specifically to buy traditional snacks at Tenank Cafe, while 2 other people come to Tenank Cafe not to buy traditional snacks but to buy other foods. Then 22 people said that the price of traditional snacks at Tenank Cafe is appropriate and affordable, while 8 people think that the price of traditional snacks at Tenank Cafe is not appropriate and affordable for them. For 24 people, they said that they bought traditional snacks at Tenank Cafe because of the comfortable atmosphere of Tenank Cafe, while 6 other people did not buy traditional snacks at Tenank Cafe because of the cafe's atmosphere. 22 people said they were satisfied with the taste of traditional snacks at Tenank Cafe and 8 people said they were not satisfied with the taste of traditional snacks at Tenank Cafe.

2.LITERATURE REVIEW

Mutia Ardini et al.'s (2022) research on "Analysis of the Influence of Consumer Preferences on Milkfish Purchasing Decisions in Seruway District, Aceh Tamiang Regency" is a study that has the highest relevance to the research topic that researchers are currently studying. Although the research location and independent variables are not similar, in terms of research methods, both use multiple linear regression analysis techniques, the research variables that both use the independent variable price and the dependent variable purchasing decisions, and the population used in this study both use 100 respondents. In addition, Mutia Ardini et al.'s (2022)

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research uses valid and reliable methods and is equipped with sufficient data to support the conclusions drawn.

No	Study	Research Title	Equality	Difference	Research result
1.	The cast of the film are Rina Resti Anggi, Amaria, Septi Arvika Dewi, Suryani, Niken Dwi Utari, and Marjam Desma Rahadhini. Journal of Applied Management Studies, Vol 5 No 2 (2024)	Consumer Preferences in Purchasing Decisions of Gethuk Presiden, Mojosongo Branch, Viewed from Product Quality and Taste	This study also uses the independent variable of purchasing decisions. This study also uses the quantitative descriptive research type.	This study had a total of 40 respondents taken from UNISRI students, while the current study used 100 respondents taken from Tenank Cafe visitors. The sampling method used in previous research used random sampling, while the current research uses accidental sampling. The data analysis technique used in previous studies used Chin square, while this study used multiple linear regression data analysis techniques. Previous research was conducted in Mojosongo while the current research was conducted at Tenank Cafe, Medan City.	The results of this study are that product quality and taste attributes influence purchasing decisions. And for product quality attributes, it is the strongest product attribute in shaping consumer preferences for making purchases.
2.	Mutia Ardini, Cut Gustiana and Silvia Anzista Journal of Research Innovation, Vol 2, No 11, (2022)	Analysis of the Influence of Consumer Preferences on Milkfish Purchasing Decisions in Seruway District, Aceh Tamiang Regency	This study also examines consumer preferences with the same variables, namely price and quality variables. Both use the dependent variable of purchasing decisions. The analysis method of this research uses the multiple	Previous research was conducted in Aceh Tamiang, while the current research was conducted in Medan City. Previous research used a survey approach while the current research uses a descriptive quantitative approach.	The results of this study indicate that the independent variables of price and the independent variable of product quality affect consumer preferences towards purchasing decisions of milkfish in Seruway District, Aceh Tamiang



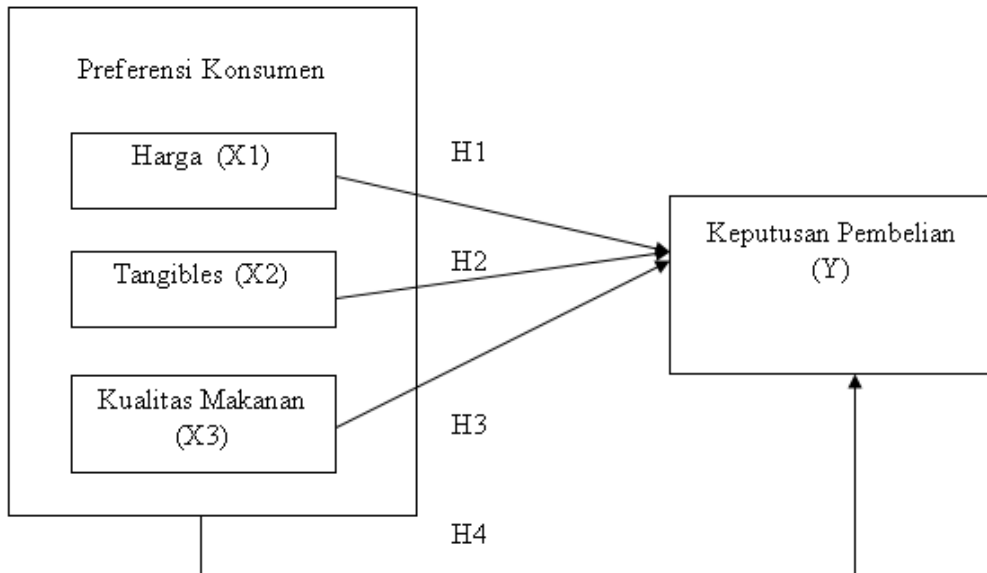
			linear regression analysis method. This study uses the same sampling technique, namely non-probability sampling with the accidental sampling method.		Regency. While the independent variable of location does not affect consumer preferences towards purchasing decisions of milkfish in Seruway District, Aceh Tamiang Regency.
3.	Bella Putri Novia and Shara Merry Palupi Journal of Applied Management Research, Vol 7, No 2, (2022)	The Influence of Packaging and Price on Traditional Food Purchasing Decisions at UD. Omah Jenang DS. Rejowinangun, Kademangan District, Blitar Regency	The variables used in this study both use the independent variable of price and the dependent variable of purchasing decisions. This study also uses multiple linear regression analysis.	Previous research was conducted in Rejowinangun, Kademangan District, Blitar Regency, while the current research was conducted in Medan City. Respondents in the previous study were 109 while in this study there were 100 respondents. In previous research, there was an independent variable of packaging, while in the current research, the independent variables were tangible and food quality. Previous research used probability sampling techniques while the current research uses non-probability sampling techniques.	The results of this study are the independent variables of price and packaging have an effect on the decision to purchase traditional food at UD. Omah Jenang DS. Rejowinangun, Kademangan District, Blitar Regency.
4.	Erick Lauren Ray, I Nyoman Wirya Artha and Erlita Khrisinta Dewi APP	Analysis of Consumer Preference Factors Influencing Fast Food Purchasing Decisions	This study also uses the independent variables of price, tangible and food quality. This study also	Previous research used 73 respondents, while this study used 100 respondents. The independent variables in previous studies used advertising, brand	The results of this study are the factors that shape consumer preferences for fast food purchasing decisions,

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Polytechnic Journal, Vol 2. (2021)	During the COVID-19 Pandemic (Case Study of KFC Restaurant Customers).	uses the dependent variable of purchasing decisions.	and service quality variables, while in the current study there are none. Previous studies used factor analysis while the current study uses multiple linear regression analysis.	namely physical appearance, reliability, taste, attention, price and responsiveness. The factor that influences consumer preferences towards purchasing decisions is the reliability factor.
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2.1 Conceptual Framework



2.2 Research Hypothesis

- H1 : It is suspected that consumer preferences based on price influence the decision to purchase traditional snacks at Tenank Cafe, Medan City.
- H2 : It is suspected that consumer preferences based on tangibles influence the decision to purchase traditional snacks at Tenank Cafe, Medan City.
- H3 : It is suspected that consumer preferences based on food quality influence the decision to purchase traditional snacks at Tenank Cafe, Medan City.
- H4 : It is suspected that consumer preferences based on price, tangible, and food quality simultaneously influence the decision to purchase traditional snacks at Tenank Cafe, Medan City.

3. IMPLEMENTATION METHOD

The research approach used in this research is a quantitative approach. The quantitative approach expressed by Emzir (2009) in Aiman et al. (2022) quantitative approach is an approach that primarily uses a postpositivist paradigm in developing science (such as thinking about cause and effect, reduction to variables, hypotheses and specific questions using measurement and observation and theory testing), using research strategies such as experiments and surveys that



require statistical data. So in quantitative research, as the name implies, many are required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results.

The type of research that will be used to examine Consumer Preferences in Making Decisions to Purchase Traditional Snacks at Tenank Cafe, Medan City is a descriptive research type. Descriptive research is a type of quantitative research with a problem formulation that guides the research to explore or photograph the social situation that will be studied comprehensively, broadly, and in depth. The goal is to systematically describe the facts or characteristics of a particular population or a particular field factually and accurately.

The population used in this study were all consumers who had ever purchased traditional snacks at Tenank Cafe, Medan City. The sampling technique for this study used the non-probability sampling method. According to Sugiyono (2022) Non-probability sampling is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. The non-probability sampling method used is the incidental sampling technique. Incidental sampling is a sampling technique based on coincidence, namely anyone who accidentally meets the researcher can be used as a sample, if the person who happened to meet is suitable as a data source. based on the calculation of the sample size, the number of respondents who will be used as samples in this study is 96 respondents. To avoid data damage or data errors, the number of respondents in this study is 100 respondents.

4. RESULTS AND DISCUSSION

4.1 Normality Test

The result of the normality test of the significance value in the Kolmogorov Smirnov test sample is 0.131. The significance value is greater than 0.05, so it can be concluded that the value of the normal data distribution and the normality test has met the assumptions that result in the interest of the independent variables, namely price (X1), tangible (X2), and food quality (X3) to the dependent variable, namely the purchasing decision (Y).

4.2 Heteroscedasticity Test

The results of the heteroscedasticity test seen from the scatterplot show that the points are spread randomly, do not form a certain pattern and are spread both above zero and below zero on the Y axis. So it can be concluded that each variable does not contain heteroscedasticity or there is no variance from the residuals in the regression model.

4.3 Multiple Linear Regression Analysis

Table 2
Multiple Linear Regression
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.287	2,032		-.634	.528
	x1	.395	.111	.314	3,544	.001
	x2	.200	.106	.162	1,881	.063
	x3	.259	.068	.373	3,820	.000

a. Dependent Variable: Y

Source: Processed output data from SPSS version 26.0

Based on table 2, the results of data processing can be seen in the standardized form of the regression equation, namely as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -1.287 + 0.395 + 0.200 + 0.259 + e$$

The multiple linear regression equation above is explained as follows:

1. The constant value (a) = -1.287. This result shows that if all independent variables, namely price (X1), tangible (X2), and food quality (X3) are considered constant or do not change, then the dependent variable, namely purchasing decisions (Y), will decrease by -1.287.
2. This regression coefficient shows the magnitude of the contribution of the price variable (X1) to the decision to purchase traditional snacks at Tenank cafe, which is 0.395, which is positive. This shows that if the price increases by 1%, the purchasing decision will increase by 0.395, assuming that other variables are constant.
3. This regression coefficient shows the magnitude of the contribution of the tangible variable (X2) to the decision to purchase traditional snacks at Tenank Cafe, which is 0.200 which is positive. This shows that if tangible increases by 1%, the purchasing decision will increase by 0.200 assuming that other variables are considered constant.
4. This regression coefficient shows the magnitude of the contribution of the food quality variable (X3) to the decision to purchase traditional snacks at Tenak Cafe, which is 0.259, which is positive. This shows that if the food quality increases by 1%, the purchasing decision will increase by 0.259, assuming that other variables are considered constant.

4.4 Simultaneous Test (f-Test)

The results of the f test show that the sig value for the influence of price (X1), tangible (X2), and food quality (X3) on purchasing decisions (Y) is 0.000 <0.05 and the calculated f value is 32.790 > from the f table value of 3.091. This proves that H4 is accepted. This means that there is a significant influence of price (X1), tangible (X2), and food quality (X3) on purchasing decisions (Y) of traditional snacks at Tenank Cafe.

4.5 Coefficient of Determination (R²)

R Square is 0.506 or 50.6%. This means that the influence of price, tangible and food quality on the decision to purchase traditional snacks is 50.6%. While the remaining 49.4% can be explained by factors not examined in this study.

4.6 Discussion

4.6.1 The Influence of Price (X1) on Purchasing Decisions (Y) for Traditional Snacks at Tenank Cafe

Based on the research results, the t count obtained was 7.303 > t table value of 1.984 and the sign value was 0.000 <0.05. Then the potential 1 is accepted, so it can be concluded that the price variable has a positive and significant effect on the decision to purchase traditional snacks at Tenank Cafe. This means that the price set is the possibility for consumers to make a purchase decision. The higher the price of traditional snacks when accompanied by quality, the benefits of traditional snacks, the price is not a problem. The results of the hypothesis test show that price has a positive and significant effect on purchasing decisions. The price indicator that makes consumers decide to buy is the respondent's answer about "the price of traditional snacks at Tenank Cafe is in accordance with the quality of the product" which has the highest mean value of 3.89. This shows that Tenank Cafe consumers are satisfied with the price of traditional snacks set by Tenank Cafe. The results of this study are also in line with research conducted by Bella Putri Novia and Shara Merry Palup (2022) entitled "The Influence of Packaging and Price on Purchasing Decisions. The researcher's recommendation for this problem is that Tenank Cafe must be able to reflect the value of the product, both through the quality of the ingredients, portions and attractive presentation methods, in addition, Tenank Cafe can provide education to consumers about the uniqueness or explain the name and origin of the traditional snacks.

4.6.2 The Influence of Tangible (X2) on Purchasing Decisions (Y) for Traditional Snacks at Tenak Cafe

Based on the research results, the t count obtained was $5.520 > t$ table value of 1.984 and the sign value was $0.000 < 0.05$. So hypothesis 2 is accepted, so it can be concluded that the tangible variable has a positive and significant effect on the decision to purchase traditional snacks at Tenank Cafe. This means that the better the tangible appearance at Tenank Cafe, the more likely consumers are to decide to buy at Tenank Cafe. Conversely, if the tangible appearance at Tenank Cafe does not meet consumer expectations, the less likely consumers are to decide to buy traditional snacks at Tenank Cafe. The results of the hypothesis test show that tangible has a positive and significant effect on purchasing decisions. The tangible indicator that has the largest mean value is the respondent's answer about "The facilities provided for consumers at Tenank Cafe are quite complete and in accordance with consumer needs" which has a mean value of 4.04. This shows that consumers at Tenank Cafe are satisfied with the facilities provided by Tenank Cafe.

According to consumers, the concept of Tenank Cafe is still rare in Medan City, namely the beach concept in the middle of a teak plantation, making the atmosphere of Tenank Cafe cool and comfortable. In addition, Tenank Cafe has outdoor, semi-outdoor and indoor spaces equipped with air conditioning, clean toilets and a prayer room that provides prayer equipment such as mukenah and prayer mats. The parking lot is guarded by a parking attendant and a children's playground in the form of swings, slides and sand play equipment so that children don't get bored when they are at Tenank Cafe. The results of this study are also in line with research that was conducted by Hefida Sabrina (2022) entitled "The Influence of Tangible Reliability Responsiveness on Purchasing Decisions for Gupalas Products at PT. Perkebunan Nusantara XI" which states that tangibility has a significant influence on purchasing decisions for gupalas products at PT. Perkebunan Nusantara XI. This is also supported by research by Hendry Syahrial and M. Rizan (2015) entitled "The Influence of Tangible, Empathy and Assurance on Purchasing Decisions at PT. Raden Auto Jakarta" which states that Tangible has a positive and significant effect on purchasing decisions at PT. Raden Auto Jakarta.

4.6.3 The Influence of Food Quality (X3) on Purchasing Decisions (Y) for Traditional Snacks at Tenak Cafe

Based on the results of the t-test obtained $8.352 > t$ -table value of 1.984 and a sig value of $0.000 < 0.05$, then hypothesis 3 is accepted, so it can be concluded that the food quality variable has a positive and significant effect on the decision to purchase traditional snacks at Tenank Cafe. This means that the better the quality of the food served by Tenank Cafe, the more likely consumers are to decide to buy. Conversely, if the quality of the food served is lacking or does not meet consumer expectations, the less likely consumers are to decide to buy at Tenank Cafe. The results of this study are in line with research that has been studied by Resti Winarsih et al. (2022) entitled "The Influence of Price Perception, Food Quality, and Atmosphere on Purchasing Decisions at Dabu-Dabu Lemong Resto and Cafe in the Magemas Area in Manado" which states that food quality has a significant influence on purchasing decisions for Dabu-dabu Lemong Resto and Cafe in the Magemas area in Manado. This is also supported by research by Widiya Sela Lestari and Abdul Yusuf (2019) entitled "The Influence of Food Quality and Price on Purchasing Decisions at Steak Jongkok Karawang" which states that food quality has a positive and significant effect on purchasing decisions at Steak Jongkok Karawang.

4.6.4 The Influence of Price, Tangible, and Food Quality on the Decision to Purchase Traditional Snacks at Tenak Cafe

Based on the results of the calculation of f count is greater than f count which is $32.790 > 3.091$ with a significance level of R $0.000 < 0.05$ then hypothesis 4 can be accepted. So if done together it can prove that price, tangible and food quality influence the decision to purchase traditional snacks at Tenank Cafe. The results of the hypothesis test show that price, tangible and

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food quality together have a positive and significant effect on purchasing decisions. Traditional snacks at Tenank Cafe are varied and not only traditional snacks typical of Medan but also from several regions in Indonesia that make consumers decide to make purchases, namely with consumer answers about "I buy traditional snacks at Tenank Cafe because of the many variations of food" with the highest mean value of 4.10. This shows that the many choices of traditional snacks at the cafe are in accordance with consumer expectations, so that consumers can taste traditional snacks from other regions because Tenank Cafe does not only provide traditional snacks typical of Medan City.

5. CONCLUSION

1. Based on research on price variables, it shows that price has a positive and significant effect on purchasing decisions. There are several price indicators, namely price affordability, price suitability with product quality, price suitability with product benefits, and price according to price capability or competitiveness. Based on the results of respondents' answers, the highest value is the price according to product quality. With good product quality, consumers feel that the price set by Tenank Cafe is very appropriate and decide to buy traditional snacks.
2. Based on research on tangible variables, it shows that tangible has a positive and significant effect on the decision to purchase traditional snacks at Tenank Cafe. Some indicators of tangible are cleanliness and comfort of the room, spacious and safe parking, complete facilities, neatness of officers (employees), and neat and easy-to-find goods layout. Based on the results of respondents' answers, the highest value is complete facilities. With adequate facilities, consumers will feel satisfied and comfortable so that consumers decide to buy.
3. Based on research on food quality variables, it shows that food quality has a positive and significant effect on purchasing decisions for traditional snacks at Tenank Cafe. Some indicators of food quality are color, appearance, portion, shape, temperature, texture, aroma, level of maturity, and taste. Based on the results of respondents' answers, the highest value is taste. Tenank Cafe consumers like traditional snacks with delicious tastes and in accordance with the characteristics of each traditional snack provided.
4. Based on research on price variables, tangible and food quality together have a positive and significant effect on purchasing decisions for traditional snacks at Tenank Cafe, Medan City. There are several indicators of purchasing decisions, namely product choice, brand choice, distribution channels, purchase time and number of purchases. Based on the respondents' answers, the highest is the choice of products.

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