

THE INFLUENCE OF TASTE, PRICE AND BRAND IMAGE ON PURCHASE DECISIONS AT THREATENED AYAM RESTAURANTS IN MEDAN

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Abstract

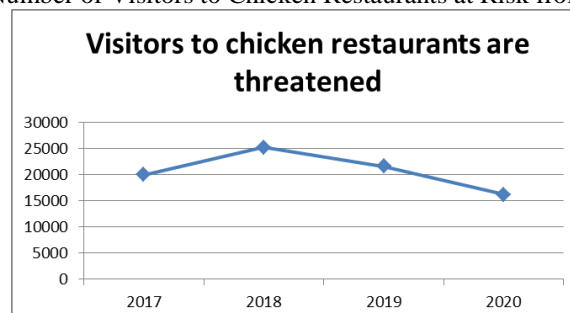
The purpose of the study was to determine the partial and simultaneous effect of taste, price and brand image on purchasing decisions at threatened chicken restaurants in Medan. The associative method is used in this study. 114 respondents were the sample in this study. Questionnaires are used as a collection tool as a data collection tool, and the data analysis technique uses multiple linear regression. The results showed that taste proved to have a positive and significant effect on purchasing decisions. Price is proven to have a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. Simultaneously there is a positive and significant influence of taste, price and brand image on purchasing decisions with a value of $F_{count} 69.111 > F_{table} 2.68$.

Keywords: *Taste, Price, Brand image and Purchase decision*

1. INTRODUCTION

At present the development of the culinary business in Indonesia is quite rapid. Various menu variants keep popping up. This is the creativity of culinary entrepreneurs to fulfill customer desires, even though there are variants of the same food sold by competitors in this culinary industry, but with the creativity of entrepreneurs, these variants can be made differently. Medan is one of the big cities in Indonesia which is a culinary center. Various foods are sold and served to customers, both residents of the city of Medan and tourists. The diverse tribes make food in the city of Medan quite diverse, so it's not wrong if there are certain places to eat which are culinary destinations for tourists, such as restaurants that focus on chicken menus, one of which is the Threatened Chicken Restaurant. Ayam Threatened itself is a restaurant that was established in 2011. This restaurant provides a menu that is different from other restaurants in order to attract consumers so they can decide to buy. Chicken entrepreneurs are threatened with trying to establish a business so that there is rapid development and has several branches in the field. In addition, behind the development of this restaurant, entrepreneurs create a distinctive brand that makes consumers curious and decide to buy. With the intense competition, entrepreneurs are required to have a more competitive advantage. The following presents a graph of the number of visitors to the Threatened Chicken restaurant from 2017-2020.

Chart. 1 Number of Visitors to Chicken Restaurants at Risk from 2017-2020



Source: Data on Threatened Chicken Restaurants

From these data it can be seen that visitors to the threatened chicken restaurant increased from 2017 to 2018, then in 2019 there was a decrease in visitors which then also caused a decrease in sales. In 2019 China experienced a covid pandemic, in March 2020 it was announced that a covid 19 pandemic had occurred in Indonesia which then had an impact on chicken restaurants being threatened and causing a decline in sales to occur. With this pandemic, people prefer to cook themselves at home rather than buy food that is not necessarily guaranteed to be clean, plus the prohibition against leaving the house from the government is one of the reasons people don't buy anything outside. The time limit for selling is detrimental to business actors and is the reason why restaurant sales have declined, including the Ayam Terenndang restaurant. As a result of the decline in sales, there are several marketing strategies that must be carried out by marketers to be able to increase sales again. So that the purchase decision is one thing that must be re-identified. From these data it can be seen that visitors to the Threatened chicken restaurant increased from 2017 to 2018, then in 2019 there was a decrease in visitors which then also caused a decrease in sales. In 2019 China experienced a covid pandemic, in March 2020 it was announced that a covid 19 pandemic had occurred in Indonesia which then had an impact on chicken restaurants being threatened and causing a decline in sales to occur.

With this pandemic, people prefer to cook themselves at home rather than buy food that is not necessarily guaranteed to be clean, plus the prohibition against leaving the house from the government is one of the reasons people don't buy anything outside. The time limit for selling is detrimental to business actors and is the reason why restaurant sales have declined, including the Ayam Terenndang restaurant. As a result of the decline in sales, there are several marketing strategies that must be carried out by marketers to be able to increase sales again. So that the purchase decision is one thing that must be re-identified. Purchasing decisions are components of consumer behavior, where consumer behavior is the study of what a person or group is like in determining, buying, consuming, and what products, ideas or experiences are like to satisfy consumer needs (Kotler and Armstrong 2016: 177).

One of the factors that can influence purchasing decisions is taste. According to Drummond & Brefer (2010: 3) taste is a way of choosing food or drink that is distinguished from that taste. Taste is an attribute of food products that is considered by customers or consumers when the food is about to be purchased. Taste indicators can be seen from the smell, taste and mouth stimulation. When the consumer evaluates the taste as good, then they will be interested. Thus, in the culinary business, taste is an important thing that must be generated by entrepreneurs. In addition, another thing that is considered by consumers is the price. According to Mongi et al., (2013) consumers will test prices in an unlimited (absolute) way but by comparing several price standards for the same product elsewhere as a consideration for making a purchasing decision. The pricing method can be approached by selecting the final price by adding factors including psychological pricing where consumers use price as an indicator of quality and company pricing policies with the aim of providing price quotas to salespeople.

Brand image can be understood as the perceptions and beliefs held by consumers, as reflected in associations that are embedded in consumers' memories, which are always remembered for the first time when they hear slogans and are embedded in the minds of consumers with indicators of brand image being identity, brand personality, brand associations, brand attitudes and behavior, brand benefits and advantages (Kotler and Keller, 2016). But it can also be understood as consumer confidence in a particular brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make purchases. Brand image is an attraction for consumers, becomes an attractive assessment.

2. LITERATURE REVIEW

2.1 Buying decision

Purchasing decisions according to Schiffman and Kanuk (2010: 485), can be interpreted as the selection of two or more alternative purchase decision choices. This means that before making a purchase, several alternative choices are available, so he has to choose one of them.

2.2 Taste

Drummond & Brefere (2010: 3) taste is a way of selecting food or drink that is distinguished from that taste. Taste is an attribute of food products that is considered by customers or consumers when the food is about to be purchased. Taste indicators can be seen from the smell, taste and mouth stimulation.

2.3 Price

Mongi et al., (2013) consumers will test prices in an unlimited (absolute) way but by comparing several price standards for the same product elsewhere as a consideration for making a purchase decision.

2.4 Brand Image

Brand image can be understood as the perceptions and beliefs held by consumers, as reflected in associations that are embedded in consumers' memories, which are always remembered for the first time when they hear slogans and are embedded in the minds of consumers with indicators of brand image being identity, brand personality, brand associations, brand attitudes and behavior, brand benefits and advantages (Kotler and Keller, 2016).

2.5 Conceptual Framework

Based on the explanation about the effect of taste, price, and brand image on purchasing decisions, the following conceptual framework can be developed:

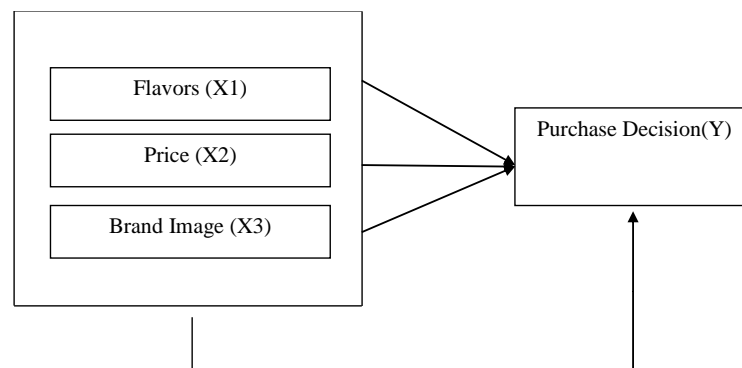


Figure 1 conceptual framework

2.6 Research Hypothesis

Based on the problem formulation and conceptual framework, the hypotheses in this study are:

- H1 : Taste has a significant effect on purchasing decisions at the Threatened Chicken Restaurant in Medan.
- H2 : Prices have a significant effect on purchasing decisions at threatened chicken restaurants in Medan.
- H3 : Brand Image has a significant effect on Purchase Decisions at Threatened Chicken Restaurants in Medan.
- H4 : Taste, Price and Brand Image have a significant effect on Purchase Decisions at Threatened Chicken Restaurants in Medan.

3. RESEARCH METHODS

3.1 Research Subjects and Locations

In accordance with the chosen research title, the writer will use it as a research subject, namely consumers who make purchases at the Endangered Chicken Restaurant in Medan. Meanwhile, the research location was carried out for all people who made purchases at the Threatened Chicken Restaurant, precisely on Jl. AH Nasution No. 63 Medan.

3.2 Population and Sample

In this study, the researcher determined the sample with the following criteria: people who had bought a product that was sold more than 2 times. The number of samples for this study amounted to 114 people.

3.3 Classic assumption test

The classical assumption test consists of several stages, namely, normality test, heteroscedasticity test and multicollinearity test.

3.4 Data analysis method

The method of data analysis in this study is using multiple linear regression, to see the effect of taste, price and brand image on purchasing decisions at the Threatened Chicken Restaurant using the SPSS 25.0 program. The regression equation can be formulated as follows:

3.5 Multiple Linear Regression Analysis

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

Where :

Y = Keppurchase order
 α = Constant/intercepts
 $\beta_1, \beta_2, \beta_3$ = Regression coefficient
 X_1 = Taste
 $X_2 = \text{Price}$
 X_3 = Brand Image
 e = error term

3.6 Hypothesis test

The hypothesis testing carried out in this study was conducted to determine the effect of the independent variables on the dimensions of taste, price, and brand image on the dependent variable (purchasing decision). This test uses the t test (partial test) and F test (simultaneous test).

4. RESULTS AND DISCUSSION

The research results in this article are presented in a summarized form to make it more practical and clear and are presented through a feasibility test and then an analytical test, namely as follows:

4.1 Validity Testing Results

Validity testing is used to measure whether a questionnaire is valid or not. The results of validity testing can be seen in Table 1.

Table 1 Validity Testing Results

Variable	Indicator	A	r table	r count	Information
Buying decision	1. Product selection.	0.05	0.184	0.482	Valid
	2. Brand selection.				
	3. Selection of the distribution site.			0.595	
	4. Purchase time.			0.827	
	5. Purchase amount.			0.556	
	6. Payment method.			0.775	
Taste	1. sighting.	0.05	0.184	0.643	Valid
	2. Flavor.			0.729	
	3. Aroma.			0.729	
	4. Texture.			0.469	
Price	1. Price affordability.	0.05	0.184	0.716	Valid
	2. Compatibility of price with product quality.			0.764	
	3. Price compatibility with benefits.			0.726	
	4. Price competitiveness.			0.716	
Brand image	1. Brand identity.	0.05	0.184	0.693	Valid
	2. Brand personality.			0.888	
	3. Brand association.			0.776	
	4. Brand attitude and behavior.			0.574	
	5. Brand benefits and advantages.			0.882	
				0.576	

Source: Primary data processed, 2022

From Table 1 it can be seen that the calculated r value is greater than 0.184, so it can be concluded that each statement item in the questionnaire is declared valid.

4.2 Reliability Test Results

The reliability test is an index that shows the extent to which the measuring device is reliable. For further explanation, see Table 2.

Table. 3 Reliability Test Results

No	Variable	Cronbach's alpha	Alpha standard	Information
	Taste	0.613	0.60	Reliable
	Price	0.707	0.60	Reliable
	Brand image	0.834	0.60	Reliable
	Buying decision	0.729	0.60	Reliable

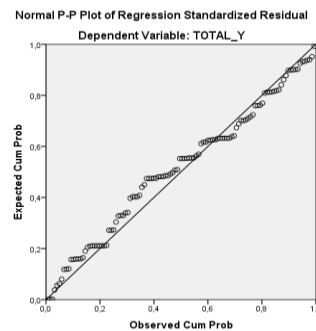
Source: Primary data processed, 2022

Based on Table 4.21, it can be seen that the Cronbach's Alpha value of the taste variable (X1) is $0.613 > 0.60$, the price (X2) is $0.707 > 0.60$, brand image (X3) is $0.834 > 0.60$ and the purchase decision (Y) of $0.729 > 0.60$ thus all the question variable items above are reliable.

4.3 Classical Assumption Testing Results

1. Data Normality Test Results

Data normality testing was carried out to find out whether the data obtained through distributing questionnaires was normally distributed or not. The results of the normality test can be seen in the image below:



Source: Processed primary data, 2022

Figure 3 Graph of normality probability plot test results

Based on the SPSS output results in Figure 2, it can be seen that the data is spread around the diagonal line, so it can be concluded that the data in the regression model of this study are normally distributed. Furthermore, testing the normality of the data using statistical analysis through the Kolmogorov Smirnov test (KS) with statistical tools using the SPSS program, can be seen in Table 3.

Table. 4 Multiple Linear Regression Results

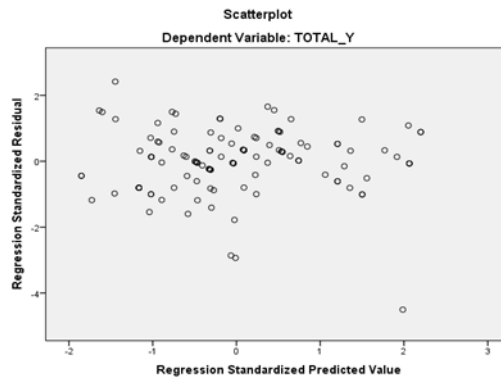
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		114
Normal Parameters, b	Means	.0E-7
	std. Deviation	1.73717366
Most Extreme Differences	absolute	.105
	Positive	.058
	Negative	-.105
Kolmogorov-Smirnov Z		1.123
asympt. Sig. (2-tailed)		.160

Source: Primary data processed, 2022

Based on Table 4.18 it can be seen that the Asymp. Sig (2-tailed) of 0.160 is above the standard significance of 0.05. According to Ghazali (2016) states that the terms of the Kolmogorov Smirnov test (KS) if the significant value is > 0.05 then the data distribution is normal. Therefore it can be concluded, that with a confidence level of 95% this data is normally distributed.

2. Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another (Ghozali, 2016). The results of the heteroscedasticity test can be seen in Figure 4.



Source: Processed primary data, 2022

Figure 4 Heteroscedasticity Test

Based on Figure 4.2, it can be seen that the dots spread evenly inside, above and below the number 0 on the Y axis. In addition, these dots do not form a particular pattern, it can be concluded that there were no symptoms of heteroscedasticity in this study .

3. Multicollinearity Test Results

Multicollinearity testing was carried out to see whether there was a high correlation between the independent variables in a multiple linear regression model (Ghozali, 2016). The results of the multicollinearity prerequisite test can be seen in Table 4.

Table 4 Multicollinearity Test Results

No.	Variable	Tolerance	VIF
	Taste	0.640	1,562
	Price	0.502	1,991
	Brand image	0.575	1,739

Source: Primary data processed, 2022

Based on Table 4.16 it can be seen that the VIF value for each research variable is as follows:

- 1) The VIF value for the taste variable is $1.562 < 10$ and the tolerance value is $0.640 > 0.10$ so that the taste is declared to have no symptoms of multicollinearity.
- 2) The VIF value for the price variable is $1.991 < 10$ and the tolerance value is $0.502 > 0.10$ so that prices are declared to have no symptoms of multicollinearity.
- 3) The VIF value for the brand image variable is $1.739 < 10$ and the tolerance value is $0.575 > 0.10$ so that the brand image is declared to have no symptoms of multicollinearity.

4.4 Data analysis method

1. Multiple linear regression

This study aims to determine the effect of taste, price and brand image on purchasing decisions at threatened chicken restaurants in Medan. Therefore, multiple linear regression analysis is used to analyze the effect. The results of multiple linear analysis with the SPSS version 20 program were obtained as follows.

Table 5 Multiple Linear Regression Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			Std. Error	Betas		
1	(Constant)	3,274	1,554		2.106	,037
	Taste	,351	,149	,165	2,354	,020
	Price	,509	,109	,369	4,662	,000
	Brand image	,324	,059	,405	5,470	,000

Based on Table 4.17 above, it can be seen that the coefficient of each variable and constant that is observed in this study is the taste coefficient (X1) 0.351 price coefficient (X2) 0.509 brand image coefficient (X3) 0.324 and a constant of 3.274. This means that the independent variable influences the purchase decision (Y). The equation can be written as follows:

$$Y = 3.274 + 0.351X1 + 0.509X2 + 0.324X3 + e$$

From this equation it can be explained that the influence of taste, price and brand image on purchasing decisions at threatened chicken restaurants in Medan. The results of the analysis show that:

- Constant value (α) of 3.274, this shows that if there is an influence (increase/decrease) in the value of the variables X1, X2 and X3 which are considered constant, the value of the purchase decision at the threatened chicken restaurant in Medan is 3.274.
- First coefficient namely Taste (X1) of 0.351, this states that if there is an increase in taste (X1) of 1, it will increase the Purchase Decision (Y) by 35.1%.
- The second coefficient is Price (X2) of 0.509, which means that for every increase in price (X2) by 1, it will increase the Purchase Decision (Y) by 50.9%.
- The third coefficient is brand image (X3) of 0.324, which means that every increase in brand image (X3) is 1, it will increase purchasing decisions (Y) by 32.4%.

Table 6 Summary model b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808a	,653	,644	1,761

2. Correlation Coefficient Results (R)

Furthermore, to determine whether there is a relationship between the independent variables and the dependent variable, it can be seen from the correlation coefficient (R). In Table 4.18 it is known that the R value is 0.808. This shows that the correlation between taste, price and brand image on purchasing decisions at threatened chicken restaurants in Medan is 80.8%. So that it is categorized as having a very strong correlation level with a range of 0.800-1.00. This value also indicates that there is a positive relationship with purchasing decisions because the correlation coefficient is positive.

Meanwhile, to determine the overall effect of the independent variables on the dependent variable seen from the coefficient of determination (R²). In table 4.18 it is known that Adjusted R² is 0.653. This shows that taste, price and brand image on purchasing decisions at chicken restaurants are threatened in Medan by 65.3% while the remaining 34.7% are influenced by other factors or variables not examined.

3. Proof of Hypothesis

The Effect of Taste on Purchasing Decisions

Based on the results of multiple linear regressions that have been carried out by the researchers, the t value for the Taste variable (X1) is $2.354 > t$ table 1.658 and a significant value of $0.020 < 0.05$, thus the taste variable has a positive and significant effect on purchasing decisions. For further explanation, see Table 7.

Effect of Price on Purchasing Decisions

Based on the results of multiple linear regression that has been carried out by the researchers, the t value for the price variable is $4.662 > t$ table 1.658 and a significant value is $0.000 < 0.05$, thus the price variable has a positive and significant effect on purchasing decisions. For further explanation, see Table 7.

The Influence of Brand Image on Purchasing Decisions

Based on the results of multiple linear regression that has been carried out by the researcher, the t value for the brand image variable is $5.470 > t$ table 1.658 and a significant value is $0.000 < 0.05$, thus the brand image variable has a positive and significant effect on purchasing decisions. For further explanation, see Table 7.

Buying decision					
Variable	B	Significance	R ²	t _{count}	Q _{table}
Taste	0.351	0.020	0.653	2,352	1,658
Price	0.509	0.000	0.653	4,662	1,658
Brand image	0.324	0.000	0.653	5,470	1,658

Source: Processed primary data, 2022

Based on the results of the F test, the calculated F value is $69.111 >$ from the F table value of 2.68 and a significant value of $0.000 <$ from the alpha value of 0.05, thus indicating that the independent variables consist of taste (X1), price (X2) and image brand (X3) is able to explain the diversity of the dependent variable, namely purchasing decisions (Y). Then you can find out that the coefficient of determination obtained is 0.644 or 64.4% indicating that the variables of taste, price and brand image are able to explain the variations that occur in purchasing decisions at threatened chicken restaurants, while the remaining 35.6% is explained by other variables not examined in this research. In addition, this is also in accordance with research conducted by Adeliarsari, Vina Ivana and Sienny Thio (2010) which shows that taste, price and brand image have a significant effect on purchasing decisions.

Table 8 Taste, Price and Brand Image Influence Test Results
Against Purchasing Decisions

	F _{count}	F _{table}	Significance	Adjusted R Square	B
(Constant)	69,111	2.68	0.000	0.644	3,247
Taste					0.351
Price					0.509
Brand image					0.324

Source: Processed primary data, 2022

In the multiple linear regression model, the purchase decision constant value is 3.247, meaning that if the value of the independent variables (X1, X2 and X3) is 0, then the dependent variable (Y) has a value of 3.274. The regression coefficient of each independent variable is positive, meaning that purchasing decisions at threatened chicken restaurants in Medan are influenced by the variables Taste, Price and Brand Image.

5. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis that has been carried out in testing the effect of taste, price and brand image on purchasing decisions at threatened chicken restaurants in Medan, it can be concluded that:

1. Taste is a way of choosing food that must be distinguished from the taste of food. Consumers prefer products that offer the most delicious flavors according to taste at affordable prices. If the quality of the product's flavor variant is getting better, and in line with expectations, consumers will make a purchasing decision. This shows that taste is the variable that has the dominant influence on purchasing decisions at threatened chicken restaurants in Medan.
2. Price in the form of the amount of value exchanged by consumers to own and use products/services that enable entrepreneurs to earn profits, whether paid in cash or non-cash. Setting the price of a product above the price of competitors' products will affect consumer purchasing decisions. Threatened chickens provide affordable prices, this affects consumer purchasing decisions at threatened chicken restaurants.
3. Brand image in the form of positive or negative responses that can influence purchasing decisions. This is due to the curiosity that arises from the consumer. When consumers feel curious, at that time consumers decide to buy threatened chicken products. This shows that the brand image created by the chicken restaurant is threatened to affect purchasing decisions.
4. Taken together, the dimensions of taste, price and brand image used by threatened chicken houses can influence purchasing decisions. This shows that if the variables of taste, price and brand image are carried out well, then the buying decision at the threatened chicken restaurant will also increase.

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