

Deterermination of Consumer Purchasing Decisions: Thai Restaurant Study

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ABSTRACT: *This research aims to analyze the determinants of consumer purchasing decisions in Thai restaurant. The sample was used by 98 respondents. The data source used is primary data taken directly from the respondent. The results showed that brand image, taste, and product variation had a positive and significant effect both partially and simultaneously on purchasing decisions. ariabel taste becomes the most dominant variable affecting customer purchase decisions. Brand image, taste, and product variation contributed 88.5% in customer purchasing decisions. Brand image, taste, and product variation have a very strong relationship to customer purchasing decisions.*

KEY WORD: *Brand Image, Taste, Product Variations, Purchasing Decisions*

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I. INTRODUCTION AND LITERATURE REVIEW

The decision to buy is something related to the consumer's plan to purchase a particular product, as well as how many units of the product are needed in a given period. Kotler and Armstrong (2012:179) explain that purchasing decisions are the result of a process consisting of five stages: need recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior. There are several factors that influence a customer's purchasing decision. States that consumer purchasing decisions for a product consist of several affecting factors, namely: Product Quality, Service Quality, Product Variation, and Brand Image [1]. Explains that brand image is a consumer perception of a brand as a reflection of the brand association that is on the consumer's mind [2]. Iention that buyers may have different responses to the company's image or brand image [3]. Reveals that taste is a way of selection of food that should be distinguished from the taste of the food so that the taste is an attribute of the food that includes appearance, smell, taste, texture and temperature [4]. Product variations as separate units in a brand or product line that can be distinguished by size, price, or other features [5], [6]. Product variation plays an important role in influencing consumer purchasing decisions. Product variation or product diversity is nothing new in the marketing world. Where strategies are widely used by marketing practitioners in their product launch activities. Product variations as individual experts in a brand or product line that can be distinguished by size, price, appearance or features [6]. Product variation is the company's strategy by rooting its products with the aim of getting consumers the products they want and need so as to avoid boredom resulting from the absence of other product options that have never been tried by consumers [7]. The large selection of products that can be chosen by consumers encourages consumer interest and prevents boredom because there are many other products that have not been tried by consumers so that consumer purchasing decisions are maintained [8].

Thailand Restaurant in Medan is one of the typical restaurants. This restaurant is always crowded with consumers especially at lunch and dinner hours. The emergence of new competitors in medan area that give a new concept and feel gives a pretty hard hit against other typical Thai restaurants. This is characterized by the decline in the number of Thai Restaurant customers in Medan during the restaurant rush hours, namely at lunch time and at dinner time. Previously the restaurant table was always full of customers, even until the customer had to queue and wait for other customers to finish eating it, but in the last few months, the restaurant table is no longer always filled with customers, so no more customers are queuing. This phenomenon contradicts the theory put forward by that consumer purchasing decisions for a product consist of several factors that affect three of them are flavors, and good product variations should be able to increase consumer purchasing decisions, but at Sawasdee Thai Seafood Restaurant there is still a decrease in the number of customers even though Thailand Restaurant in Medan has a good brand image, taste, and product variation.

Purchasing decisions are actions taken by consumers in an effort to solve problems in meeting needs. Indicators in purchasing decisions include: awareness of needs, wanting to try the product and getting used to using. Before deciding to make a purchase, consumers are often faced with diverse choices/alternatives. This is

reasonable given the large number of different products and services in the market with their respective functions and benefits [11]. Mention that for consumers, the purchase is not just an action (e.g. because of the product), but consists of several actions that are related to each other. The purchase decision process takes place through a whole long set of processes, each process that takes place to get to the purchase decision is important [12].

Brand Image

For brand manufacturers it plays an important role as a means of identifying products and companies, a form of legal protection, signal quality assurance, means of creating associations and unique meanings (differentiation), means of competitive advantage, and a source of financial return. While for consumers brands play a crucial role as product source identification, determination of responsibility on specific manufacturers or distributors, risk reduction, internal and external search cost suppressors promises or special ties with manufacturers, symbolic tools that project self-image, and quality signals [13] In addition, [14] also suggests that a good brand name can evoke consumer feelings in the form of trust, confidence, security, strength, tenacity, speed, status, and other desired associations [15].

Taste

Taste can be defined as sensations caused when various substances enter and gather inside the papillae and spread throughout the surface of the tongue and fill the mouth. Complexes or combinations of various taste sensations are also referred to by the term "flavour" related to appreciation of the temperature, texture, and consistency of the incoming substance and in order to be felt, the substance must be soluble or must be able to make contact with saliva (salivary glands) [16] , [17] flavors can be used by marketers to offer products by trying to associate those flavors with consumer feelings. The word "taste" that motivates consumers in choosing products is a factor that is the focus of the attention of manufacturers or marketers. So who becomes a consumer or buyer is very important known by the manufacturer or marketer [.

1.2 Research Objectives

The objective of the research is to purchasing decision is a consumer mental statement that reflects the purchase plans of a number of products with a particular brand. According to [9] the purchase decision is the result of a process consisting of five stages of need recognition, information search, alternative evaluation, purchasing decision and post-purchase behavior. A purchasing decision is a consumer's decision to buy a product after previously thinking about whether to buy the product taking into account the information that consumers know about the reality of the product after the consumer witnessed it [1]. The result of that thinking is influenced by the power of the consumer's will to buy as an alternative to the terms of the purchase decision put forward.

1.3 Research Methodology and Data Analysis

This study uses quantitative methods by retrieving primary data and using questionnaire methods. Quantitative research methodology is a scientific method for obtaining valid data, with the aim of finding, proving and developing a knowledge so that in turn it can be used to understand, solve and anticipate problems in a particular field (27) [25]. (26) states that research using populations and samples is a study that uses primary data derived from polls, interviews, and observations. The data analysis model used to determine the effect of free variables on bound variables is an econometric model with an analytical technique using the usual smallest squared model. The equation model is as follows:

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

Description:

Y = Variable Bound Purchase Decision α = Constants

β = Multiple Regression Coefficient X1 = Brand Image

X2 = Taste

X3 = Product Variation

e = Error term

1.4 Findings and Interpretation

The results of multiple linear regression tests conducted with the help of spss app version 24.0 can be seen in the table below:

Table 1. Multiple Linear Regression Test Results
Coefficientsa

Model	Unstandardized				
Coefficients	Standardized				
Coefficients	B	Std. Error	Beta		
1	(Constant)	4,257	1,142		
	Brand image	0,302	0,075	0,350	
	Taste	0,301	0,067	0,415	
	Product Variation		0,204	0,075	0,212

a. Dependent Variable: Purchase Decision (Y)

The results of the analysis of the test results have been known that the Brand Image variable (X1) has a regression value of 0.302 indicating that the brand image positively affects the purchase decision because the resulting value is positively marked. So the better the brand image of the company will improve customer purchasing decisions. The results of this study are in line with the theory put forward by (24) mentioning that consumer purchasing decisions for a product consist of several affecting factors, one of which is brand image. The results of this study are also in accordance with some of the results of research conducted by (20), (21) and (22) where the results of their research mention that the brand image has a positive and significant effect on purchasing decisions made by consumers, so the better the brand image in the eyes of consumers, the more the decision of consumers to decide to buy the goods.

Explains that brand image is a consumer perception of a brand as a reflection of the brand association that is on the consumer's mind. (23), mention that buyers may have different responses to the company's image or brand image. Effective imagery will have an effect on strengthening product character and value proposals, conveying that character in a different way to competitors, and providing emotional strength that is more than just a mental image of a brand image.

The taste partially affects the positive and significant customer purchasing decision of Sawasdee Thai Seafood Restaurant Multatuli" has been tested and proven correct so that it is acceptable. The results of this study are in line with the theory put forward by (3) mentioning that consumer purchasing decisions for a product consist of several affecting factors, one of which is the Quality of products that include taste if the product is a food and beverage product. The results of this study are also in line with the results of research conducted by , and (8), (5), Saputra, mulyati, and (7) which proves that taste has a positive and significant influence on consumer purchasing decisions.

(13) reveals that taste is a way of selection of foods that should be distinguished from the taste of product variations partially affecting positive and significant customer purchasing decisions. The results of this study are in line with the theory put forward by (8) which states that consumer purchasing decisions for a product consist of several affecting factors, one of which is product variation. The results of this study are also in line with the results of research conducted by Efendi (2018), (4), (9). Where the results of their research mention that promotions have a positive and significant influence on consumer purchasing decisions.

The results of testing and analysis drawn the conclusion of brand image partially affect the purchasing decision of Thailand Restaurant customers in Medan. The product variation partially positively and significantly affected the purchase decision of Thailand Restaurant customers in Medan with a regression value of 0.204 and a significant value of 0.000 with a large thitung of 2,717 and ttabel of 1,985. The brand image, taste, and variety of products simultaneously had a positive and significant effect on the purchase decision of Thailand Restaurant customers in Medan with a significant size of 0.000 with a value of Ftung of 241,182 and Ftabel of 2,701. Where the variable most affects the purchase decision is the taste variable with thitung of 4,466. It is recommended for Thailand Restaurant in Medan to improve the brand image of the company by paying attention to the company's reputation, promoting various online media by displaying a variety of positive reviews from customers, and providing satisfactory service to customers when visiting.

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