

ABSTRACT

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THE EFFECT OF MENU VARIATION, STORE ATMOSPHERE, AND RESTAURANT IMAGE ON PURCHASE DECISIONS AT AYAM GORENG KALASAN ISKANDAR MUDA MEDAN

(xv + 77 pages, 7 figures, 28 tables, 7 appendices)

The food and beverage industry has grown rapidly, influenced by urbanization, changing preferences, and increasing spending on eating out. Ayam Goreng Kalasan Iskandar Muda Medan, which is famous for its Indonesian fried chicken, aims to attract a diverse customer base. This study investigates the impact of menu variety, restaurant atmosphere, and restaurant image on purchasing decisions.

The data source used is primary data through the distribution of questionnaires to customers of Ayam Goreng Kalasan Iskandar Muda Medan. The sample studied was 170 people with incidental sampling technique. The data analysis technique was multiple linear regression analysis.

This validity and reliability test distributed questionnaires to 30 respondents in other similar companies. The results of the pre-test study have met the requirements for validity and reliability tests.

After that, it was distributed to 170 respondents and then statistical analysis was carried out. The results of the full sample have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on partial test, menu variation has a significant effect on purchasing decision with t-count $6.307 > t\text{-table } 1.97427$, restaurant atmosphere, and restaurant image have a significant effect on purchasing decision with t-count $3.236 > t\text{-table } 1.97427$ and restaurant image has a significant effect on purchasing decision with t-count $7.293 > t\text{-table } 1.97427$. Simultaneously, menu variation, restaurant atmosphere, and restaurant image have a significant effect on purchasing decision with F-count $165.813 > F\text{-table } 2.66$.

The recommendation that can be given is that management needs to pay attention to menu variation, restaurant atmosphere and restaurant popularity so that it will increase purchasing decision.

Keywords: Menu Variations, Purchasing Decisions, Restaurant Atmosphere, Restaurant Image

References: 59 (2020-2024)

ABSTRAK

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PENGARUH VARIASI MENU, SUASANA TOKO, DAN CITRA RESTORAN TERHADAP KEPUTUSAN PEMBELIAN PADA AYAM GORENG KALASAN ISKANDAR MUDA MEDAN

(xv + 77 halaman, 7 gambar, 28 tabel, 7 lampiran)

Industri makanan dan minuman telah berkembang pesat, dipengaruhi oleh urbanisasi, perubahan preferensi, dan peningkatan pengeluaran untuk makan di luar. Ayam Goreng Kalasan Iskandar Muda Medan, yang terkenal dengan ayam goreng khas Indonesia, bertujuan untuk menarik basis pelanggan yang beragam. Studi ini menyelidiki dampak variasi menu, suasana restoran, dan citra restoran terhadap keputusan pembelian.

Sumber data yang digunakan adalah data primer melalui penyebaran kuesioner kepada pelanggan Ayam Goreng Kalasan Iskandar Muda Medan. Sampel yang diteliti sebanyak 170 orang dengan teknik incidental sampling. Teknik analisis data dengan analisis regresi linear berganda.

Pengujian validitas dan reliabilitas ini menyebarkan kuesioner kepada 30 orang responden di perusahaan lain yang sejenis. Hasil penelitian pre test telah memenuhi syarat uji validitas dan reliabilitas.

Setelah itu baru dilakukan penyebaran kepada 170 orang responden dan kemudian dilakukan analisis statistik. Hasil sampel penuh telah memenuhi uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas. Berdasarkan uji parsial, variasi menu berpengaruh signifikan terhadap keputusan pembelian dengan $t\text{-hitung } 6,307 > t\text{-tabel } 1,97427$, suasana restoran, dan citra restoran berpengaruh signifikan terhadap keputusan pembelian dengan $t\text{-hitung } 3,236 > t\text{-tabel } 1,97427$ dan citra restoran berpengaruh signifikan terhadap keputusan pembelian dengan $t\text{-hitung } 7,293 > t\text{-tabel } 1,97427$. Secara simultan, variasi menu, suasana restoran, dan citra restoran berpengaruh signifikan terhadap keputusan pembelian dengan $F\text{-hitung } 165,813 > F\text{-tabel } 2,66$.

Rekomendasi yang dapat diberikan adalah pihak manajemen perlu memperhatikan variasi menu, suasana restoran dan popularitas restoran sehingga nantinya meningkatkan keputusan pembelian.

Kata Kunci: *Citra Restoran, Keputusan Pembelian, Suasana Restoran, Variasi Menu*

Referensi: *59 (2020-2024)*