

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background

2.1.1 Theory of Planned Behaviour

The Theory of Planned Behavior (TPB) suggests that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions. TPB is based on the Theory of Reasoned Action (TRA) related to consumer behavior (Purwanto et al., 2022).

(Fishbein et al., 1975) in Purwanto et al., 2022), TRA explains that behavior is influenced by intention, attitude, and subjective norms. Attitude affects behavior through careful decision-making and impacts three things:

- a. Behavior is influenced by specific attitudes towards an object,
- b. Behavior is also influenced by subjective norms, or beliefs about what others want to do, and
- c. Attitudes and subjective norms together shape the intention to behave.

In TRA it is assumed that when someone shows “behavioral tendencies or behavioral intentions, they carry out the behavior without constraints, but the application of this assumption is not the same as the theory because in reality, the behavior is limited by time, unconscious habits, abilities, organizational or environmental limitations because of these limitations, the second theory emerged, namely the Theory of Planned Behavior (TPB) in the Theory of Planned Behavior (TPB) and explains that when an individual behaves, he is not free to behave

without limits, but there is someone who controls it. Therefore, the variable perceived behavioral control was added to the TPB theory (Purwanto et al., 2022).

The Theory of Planned Behavior (TPB) will be used to explore the relationships between variables and how they affect purchase decisions at Ayam Goreng Kalasan Medan. TPB indicates that attitudes, subjective norms, and perceived behavioral control are important factors influencing consumer behavior, specifically regarding purchases at Ayam Goreng Kalasan Iskandar Muda Medan (Zidan et al., 2025).

Attitude is the overall judgment of a specific behavior or object. For Ayam Goreng Kalasan Iskandar Muda Medan, the attitude toward buying food is shaped by menu quality, store atmosphere, and restaurant image. Trust involves the belief that the restaurant will fulfill its promises and offer a good dining experience. Subjective norms are how individuals perceive others' opinions on their actions, while personal innovativeness shows a readiness to try new things. Perceived behavioral control is the belief in one's ability to act (Zidan et al., 2025).

2.1.2 Hospitality Industry

According to (Hulfa et al., 2024), the hospitality industry can be defined as an industry that focuses on the management and marketing of accommodation, food, and other services to meet the needs of tourists and travelers.

The hospitality sector is made up of businesses that offer lodging, food, and drinks to individuals who are traveling from their homes. In other words, the hospitality industry encompasses not just well-known hotels and eateries but also

establishments like fast food restaurants, snack bars, and little guest homes (Damayanti et al., 2021).

(Raghav, 2020) said that the hospitality sector includes various other types of services, such as hotels, restaurants, event organizers, amusement parks, transportation, ships, and other tourism sectors. A multibillion-dollar sector, the hotel business primarily relies on the availability of free time and disposable cash.

It can be concluded that the hotel industry is part of the service industry, providing room service, food, beverages, and other commercial services to the public.

2.1.3 Consumer Behaviour

(Firmansyah, 2021) states that consumer behavior is the process customers go through to make buying decisions, use products, and consider factors affecting those choices.. (Satriadi et al., 2021) define consumer behavior includes all activities, actions, and mental processes before, during, and after buying and using products and services.

(Nugraha et al., 2021) mention that there are two types of consumer behavior, namely rational consumer behavior and irrational consumer behavior.

a. Rational consumer behavior:

- 1) Consumers determine products according to their needs.
- 2) The products taken by consumers have optimal benefits for consumers.
- 3) Consumers ensure that the quality of the product is well maintained.

4) Consumers buy products whose prices are adjusted to the consumer's ability.

b. Irrational consumer behavior:

- 1) Consumers are very easily tempted by advertisements and promotions from print or electronic media.
- 2) Consumers are interested in buying branded products that are already widely circulated and very popular.
- 3) Consumers buy products not because they need them, but because of their classy status and high prestige.

2.1.4 Menu Variety

2.1.4.1 Definition of Menu Variety

(Fahriana et al., 2023), defines menu variation as a variant of food provided by business owners to make it easier for customers to meet their needs at the same time.

Menu variation is a form or nature that allows customers to choose variations or combinations of menus such as choices: topping size, dough, dosage, level or level and others (Hadi, 2022).

The definition of menu variation according to (Tanjung et al., 2023), as a variation or diversity offered by a business to meet client desires at the same time, namely a component that influences the purchase of a product.

It can be concluded that menu variety is defined as the food choices that a business owner provides to meet customer needs. This includes size, toppings, dough, and other aspects that influence customer purchasing decisions.

2.1.4.2 Levels of Menu Variety

(Firmansyah, 2020) said product variety can be divided into five levels, namely:

- a. Basic advantages of a product supplied to consumers.
- b. The fundamental shape of a product that may be seen by the five senses.
- c. A set of product features and circumstances that purchasers expect when purchasing a product.
- d. Something that distinguishes a corporate entity's products from those of its rivals.
- e. All future objections and form adjustments that a product will encounter.

2.1.4.3 Characteristics of Menu Variety

The main characteristics of the company's various products are:

- a. Width
How many product lines an organization offers is referred to as product width.
- b. Length
The length of the product mix refers to the total elements in it.

c. Depth

The number of variants for each product is the depth of the product mix.

d. Consistency

The consistency of the product mix refers to how related different product lines are regarding end use, production needs, and distribution (Kotler et al., 2022).

2.1.4.4 Indicators of Menu Variety

(Ariningtyas et al., 2020) mention that the indicators of menu variety in this study are:

- a. Variants, are variations of food menus provided by culinary business owners that make it easier for consumers to meet their needs at the same time.
- b. Menu innovation, innovation is implementing new discoveries to produce a new menu that has added value.
- c. Taste, can be interpreted as the interest or desire of consumers to buy a product, in order to meet their needs.
- d. Portion, is a part or how much food is enough for each consumer.

2.1.5 Restaurant Atmosphere

2.1.5.1 Definition of Restaurant Atmosphere

(Indranopa et al., 2020) defines restaurant atmosphere as something that greatly influences shopping centers that can create consumer desire to come and

visit and feel comfortable shopping. In this case, restaurant atmosphere can be used as a key for entrepreneurs in attracting customers.

(Mamuaya, 2021) said that restaurant atmosphere is a stimulus that in turn causes cognitive and emotional influences on individuals which in turn causes behavioral responses. Restaurant atmosphere is the design of the environment using visuals, lighting, colors, music, and smells to affect customers' feelings and buying habits (Budiman et al., 2021).

It can be concluded that restaurant atmosphere greatly influences shopping centers by creating consumer desire to visit and feel comfortable. This is key for entrepreneurs to attract consumer interest through environmental design that influences feelings and buying habits.

2.1.5.2 Factors Affecting the Restaurant Atmosphere

(Lamb et al., 2021) explain that the most important elements that shape a restaurant's atmosphere are as follows:

- a. Employee type and density: Employee type describes the general qualities of an employee, such as being well-groomed, amiable, informed, or customer-focused. The number of workers per 1,000 square feet of available space is known as density.
- b. Type and density of merchandise: Prestigious stores such as Nordstrom and Neiman Marcus stock the top brands and arrange them in an orderly, clean manner. In order to give the idea that "We've got so much stuff, we're

practically giving it away,” discounters and off-price merchants often sell seconds or out-of-season goods in limited spaces, organized by category.

- c. Type and density of fixtures: The fixtures can be decorative, using rich woods, or modern, with chrome and smoked glass. They can also be made from old tables found in antiques stores, blending with the store's overall vibe.
- d. Sound: A client may find sound to be pleasant or unpleasant. Some consumers may be persuaded by music to spend more, linger longer in the business, or eat quickly so that a table can be cleared for other customers. Additionally, it can establish a mood, manage the flow of customers around the store, and draw or focus their attention.
- e. Odors: A smell has the power to increase or decrease sales. Studies indicate that in the presence of a pleasant scent, consumers tend to rate products higher, spend longer time browsing, and feel happier overall. According to other studies, some smells give customers confidence and encourage them to buy more expensive goods. Fragrances are a part of the retail strategy that retailers use.
- f. Visual factors: Colors play a major role in atmosphere since they have the power to focus attention or set a mood. Warm hues like red, yellow, and orange are utilized when one wants to feel cozy and near to someone. Cold hues like violet, green, and blue are employed to open up cramped spaces and convey a sense of refinement and cleanliness. Natural lighting from windows or skylights has been proven by numerous retailers to boost sales.

A customer's selection of retailer might also be influenced by outdoor lighting.

2.1.5.3 Elements of Restaurant Atmosphere

Restaurant atmosphere has factors that shape the desired vibe. According to (Budiman et al., 2021), The restaurant atmosphere includes the exterior, general interior, store layout, and interior displays, detailed below:

a. Exterior

The store's exterior features greatly affect its image, so careful planning is essential. Unique and attractive exteriors can draw people in. These features include the shop front, symbols, entrances, and the building's height and size.

b. General Interior

Consumers have different reasons for visiting a restaurant and aim to create a good impression. This can be achieved through appealing wall colors, music, smells, and facilities.

c. Store Layout

It is a plan to find the exact location and arrangement of wide streets or alleys in the restaurant for easy passage, including table and chair layouts, and payment areas.

d. Interior Point-of-Purchase

Information display is important for a restaurant's atmosphere as it informs customers. Its main aim is to increase sales and profits. Interior displays

include posters, signs, and occasion displays. Product displays can lead to unplanned purchases, especially in commonly bought categories.

2.1.5.4 Indicators of Restaurant Atmosphere

(Putri & Nainggolan, 2022) stated that restaurant atmosphere indicators are:

a. Cleanliness

Cleanliness is the way a restaurant looks, which enhances the atmosphere and influences how customers feel about it.

b. Music

A pleasing sound that influences customers' conscious and unconscious choices is called music.

c. Scent

A pleasant aroma can influence customers' thoughts and feelings, encouraging them to stay longer and be more enthusiastic.

d. Temperature

Extreme temperatures, whether extremely high or extremely low, make consumers unhappy, which reduces their stay in the store and generates bad word-of-mouth.

e. Lighting

Lighting is employed to draw attention to items. It generates excitement and influences customer buying behavior in a favorable way.

f. Color

Color influences customer behavior and attitude and creates sentiments. It could evoke experiences, memories, and ideas.

2.1.6 Brand Image

2.1.6.1 Definition of Brand Image

(Kurniasih, 2021) defines brand image reflects the general perception of the brand and the knowledge and experiences related to it.

As stated by (Akbar et al., 2022), brand image consists of consumers' positive and negative memories about a brand. A brand's image is a depiction of how people view it generally and is created using data and prior brand experiences (Harjadi et al., 2024).

According to (Kuswanto, 2021), brand image is a steady view of consumer thoughts and feelings about a product brand over time. It develops from information consumers gather through direct experience or by learning from other consumers.

It can be concluded that brand image is a general perception of a brand that is formed from knowledge and experience. It includes both positive and negative consumer memories, and develops from information gained through direct experience or learning from others.

2.1.6.2 Strategy for Building a Strong Brand

(Fauzan et al., 2023) explain that a brand can be built strongly through several methods or strategies, including:

a. Brand Positioning

The market must position their brand clearly in target customers' minds by associating it with desired benefits.

b. Brand Name Selection

The brand name should show product benefits and quality, be memorable, unique, and easily translatable.

c. Brand Development

The company has four options for developing a brand: line extensions, brand extensions, and multi-brands.

2.1.6.3 Indicators of Brand Image

(Putri et al., 2021) stated that brand image indicators are as follows:

- a. Recognition refers to how much consumers recognize a specific brand or product. This shows the level of consumer awareness or knowledge about the brand.
- b. Reputation refers to the image or reputation that a brand has in the eyes of consumers. This reflects what consumers know and believe about the brand. A positive reputation means that the brand is seen as trustworthy, of high quality, and has added value.
- c. Affinity refers to the extent to which consumers feel connected or have an emotional bond with the brand. This reflects how the brand has succeeded in building relationships with customers and creating positive experiences.

2.1.7 Purchase Decisions

2.1.7.1 Definition of Purchase Decisions

Purchasing decisions are a stage of the entire psychological process and other physical activities that occur at a certain time and moment in the purchasing process, and to meet certain needs, in other words, it is a series of stages that must be passed by consumers (Pratama et al., 2023).

(Fasha et al., 2022) defines purchasing decisions involve the consumer process of identifying problems, gathering information on products or brands, and evaluating how effectively a product resolves the problem.

Purchasing decisions involve recognizing a problem, evaluating it, and choosing the product that meets the needs best (Andrian et al., 2022).

It can be concluded that Purchase decision is a stage in the psychological process and physical activity that occurs when buying something to satisfy a need. It includes identifying the problem, gathering information about the product, and evaluating how effective the product is. This process involves recognizing the problem, evaluating it, and selecting the most appropriate product.

2.1.7.2 Purchase Decisions Process

The steps in the consumer decision process are:

- a. Introduction to the problem

The first step in decision-making is recognizing the need for goods, influenced by internal and external factors, leading to desire. After recognizing desire, consumers gather information to fulfill it.

b. Information search

Consumers try to get a lot of information about how consumers can fulfill that desire. Consumers again rely on internal and external factors, as well as personal or other people's experiences with goods or brands, both positive and negative. At this stage, they can browse options in physical locations or by searching online such as websites (Google, Yahoo), social media (Instagram, Facebook, Twitter) or consumer testimonials about Goods or Services.

c. Evaluation of Choices/Alternatives

This evaluation is the process of making decisions on existing choices. Consumers have developed criteria for what goods or services they want based on the information collected. Now consumers will weigh the options from the existing choice criteria. The criteria in question can be in terms of price, brand, additional benefits, availability of goods or personal ones such as color choices and others. At this stage, marketing materials must be focused on the belief of buyers (consumers) that the company's services or goods are better than other companies.

d. Purchasing decision

This is the process that consumers have been waiting for, namely the actual purchase or use of services. After consumers have collected all the information and facts, testimonials from previous consumers, consumers are faced with making logical conclusions about the goods purchased or the services to be used.

e. Post-purchase evaluation

The best marketers know that the process does not end with the consumer's purchasing decision. That's just the beginning of customer value for the company. Your new goal as a marketer is to create long-term relationships between consumers and companies, ensuring that companies get maximum value from consumers, and consumers get maximum value from goods or services (Muniarty et al., 2022).

2.1.7.3 Factors Influencing Purchase Decisions

The factors influencing purchasing decisions are as follows:

a. Cultural Factors

Culture shapes a person's desires and actions. Subcultures within each culture offer deeper identification and socialization.

b. Social Factors

A consumer's behavior is influenced by social factors.

c. Individual Factors

A buyer's decision is influenced by age, life cycle, occupation, economic conditions, personality, values, and lifestyle (Lesmana et al., 2022).

2.1.7.4 Indicators of Purchase Decisions

(Garut et al., 2023) stated that the purchasing decision indicators in this study are:

a. Product stability

Product stability is the consumer's belief in choosing the product they will buy.

b. Product buying habits

Product buying habits are purchasing patterns that are carried out repeatedly for the same product.

c. Giving recommendations to others

Giving recommendations to others is by informing and suggesting to others to join that there is something that can be trusted

d. Making repeat purchases

Making repeat purchases means buying again after the first purchase. The second and later purchases are called repeat purchases.

2.1.8 The Effect of Menu Variety on Purchase Decisions

Menu variation is important for consumer purchases. Different menu options help satisfy consumers' needs. When making decisions, consumers consider which options fulfill their desires. They will choose a menu or service that matches their requirements. In selecting a menu, factors like service quality, main dishes, side dishes, vegetables, fruits, and snacks are taken into account. A wider variety of menus can boost buying decisions and keep consumers interested in the food offered by the restaurant (Latief, 2022).

According to the Theory of Planned Behavior, the three TPB variables (attitude, subjective norm, and perceived behavioral control) together form the

intention to purchase. This intention, in turn, will influence the purchasing decision. In other words, if someone has a positive attitude towards menu variety, feels supported by social norms to choose it, and feels easy to do so, they will tend to have a strong intention to purchase and will ultimately be more likely to purchase menu variety. This is in line with research by (Sutaguna et al., 2023).

2.1.9 The Effect of Restaurant Atmosphere on Purchase Decisions

One of the factors that can be a stimulus in purchasing decisions is the restaurant atmosphere. Management in restaurants designs the atmosphere in such a way that it creates a sense of comfort and security in consumers so that they can carry out purchasing decisions. The atmosphere that is created must strengthen the products offered. Restaurant atmosphere can influence the feelings or moods of consumers who visit. A more diverse menu variation that suits customer needs can increase customer interest in making purchases. Consumers have diverse preferences and tastes, and menu variety allows restaurants to respond effectively to their individual needs. The ability to offer a variety of food and beverage options can attract a wider group of customers, as each individual has their own unique preferences (Amalia et al., 2024).

According to the Theory of Planned Behavior, restaurant atmosphere plays an important role in shaping attitudes, subjective norms, and perceived behavioral control, which will ultimately influence consumer purchasing intentions and decisions. If the restaurant atmosphere is well designed, it can create a positive

experience and increase the likelihood of consumers making a purchase. This is in line with research by (Maesaroh & Wiwoho, 2023) and (Titing et al., 2023).

2.1.10 The Effect of Brand Image on Purchase Decisions

Brand image is the impression a brand creates in customers' minds. Maintaining this image requires continuous effort to keep it strong and positive. A strong and positive brand image helps ensure that consumers remember the brand and are more likely to buy it (Lisa et al., 2023). According to (Irfandi et al., 2025), Brand image greatly affects consumer purchasing decisions. Companies must work to enhance their brand image by ensuring consistent product quality, providing good service, and using effective marketing strategies to create and boost positive views of the brand among consumers.

According to the Theory of Planned Behavior, the three TPB variables (attitude, subjective norm, and perceived behavioral control) together form the intention to buy. This intention then becomes a strong predictor of actual purchasing behavior. So, if a positive brand image is able to create a positive attitude, supportive subjective norm, and perceived behavioral control, then the intention to buy the product will increase, and ultimately, the purchase decision will be more likely to occur. A more favorable perception of the brand image increases the likelihood of purchases, as supported by research by (Sofiani & Yulia, 2024).

2.2 Previous Research

Previous study aimed to collect comparative and reference resources. In

addition, to prevent the presumption of resemblance with this study. As shown in Table 2.1, the researcher incorporates the findings of past study into this literature evaluation.

Table 2.1 The Result of Previous Research

No	Author & Year	Title	Result
1.	(Sutaguna et al., 2023)	Hanan Catering's Instagram Promotions, Pricing, And Menu Variety Influence Consumer Purchasing Decisions In Bandung	The results of the study found that promotions on Instagram, prices and menu variety both simultaneously and partially have a positive and significant effect on purchasing decisions.
2.	(Maesaroh & Wiwoho, 2023)	The Influence of E-Wom, Food Quality, and Resto Atmosphere on Purchasing Decisions at My Tora Chicken Makamhaji Restaurant (Study on Communities in Sukoharjo Regency)	The results of this study indicate that E-WOM has an influence but not significant on purchasing decisions, but there is a positive and significant influence between food quality and restaurant atmosphere on purchasing decisions. And there is a positive and significant influence between E-WOM, food quality, and restaurant atmosphere together on purchasing decisions at My Tora Chicken Makamhaji Resto in Sukoharjo.
3.	(Sofiani & Yulia, 2024)	The Influence Of Brand Image And Price On Purchasing Decisions at The Kedai Kita Bogor Restaurant	The result indicate that Brand Image and Price influence Purchasing Decisions at Kedai Kita either partially or simultaneously.
4.	(Titing et al., 2023)	The Influence of Consumer Behavior and Store Atmosphere on Purchasing Decisions at The Scoop Cafe in Kolaka Regency	The results show that Consumer Behavior has a favorable and significant impact on Consumer Purchase Decisions. Store Atmosphere has a positive and substantial effect on Consumer Purchase Decisions.

The differences and similarities between the previous research and this research are:

1. The first journal is research by (Sutaguna et al., 2023)
 - a. The difference is variable promotions and pricing
 - b. The similarity is variables menu variety and purchasing decisions. And the research location is at Hanan Catering in Bandung City, which has the same type of business as the company studied in this study.

2. The second journal is research by (Maesaroh & Wiwoho, 2023)
 - a. The difference is variables of e-wom and food quality.
 - b. The similarity is variables restaurant atmosphere and Purchasing Decisions. And the research location is at My Tora Chicken Makamhaji Restaurant, which has the same type of business as the company studied in this study.
3. The third journal is research by (Sofiani & Yulia, 2024)
 - a. The difference is variables price.
 - b. The similarity is variables brand image and Purchasing Decisions. And the research location is at Café The Scoop, which has the same type of business as the company studied in this study.
4. The fourth journal is research by (Titing et al., 2023)
 - a. The difference is variables Consumer Behavior.
 - b. The similarity is variables restaurant atmosphere and Purchasing Decisions. And the research location is at The Scoop Cafe in Kolaka Regency, which has the same type of business as the company studied in this study.

2.3 Hypothesis Development

According to (Sugiyono, 2023), a hypothesis is a short-term solution to the issue formulation in research. Because the responses are based solely on pertinent hypotheses and not on empirical factual evidence gathered from data gathering, it is said to as transitory. The following are the hypotheses for this study:

H1 : There is a significant effect of menu variation on the purchase decision at Ayam Goreng Kalasan Iskandar Muda Medan.

H2 : There is a significant effect of restaurant atmosphere on the purchase decision at Ayam Goreng Kalasan Iskandar Muda Medan.

H3 : There is a significant effect of restaurant image on the purchase decision at Ayam Goreng Kalasan Iskandar Muda Medan.

H4 : There is a significant effect of menu variation, restaurant atmosphere, and restaurant image on the purchase decision at Ayam Goreng Kalasan Iskandar Muda Medan.

2.4 Research Model

(Sekaran et al., 2020) explain that economy in research models occurs when a smaller number of variables effectively explain variance compared to a complex set that adds little. For this study, the independent variables are Menu Variation (X₁), Store Atmosphere (X₂), and Restaurant Image (X₃), with the dependent variable being Purchase Decision (Y). Here is the research model for this paper.

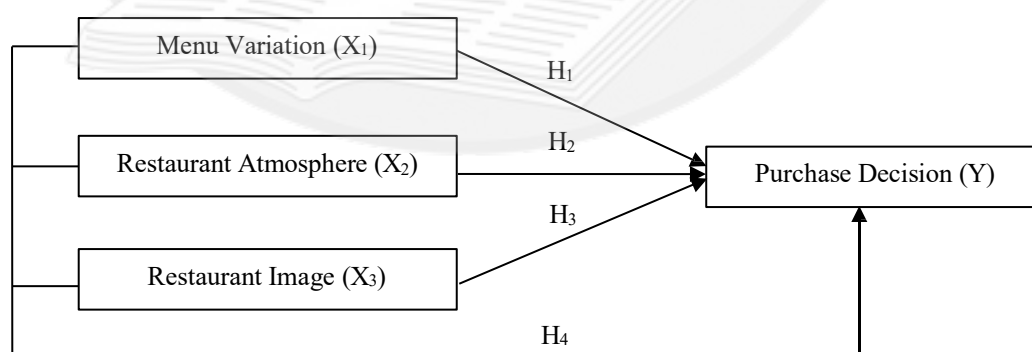


Figure 2.1 Research Model
Source: Prepared by the writer (2025)

2.5 Framework of Thinking

The framework of thinking in this research can be seen as follows:

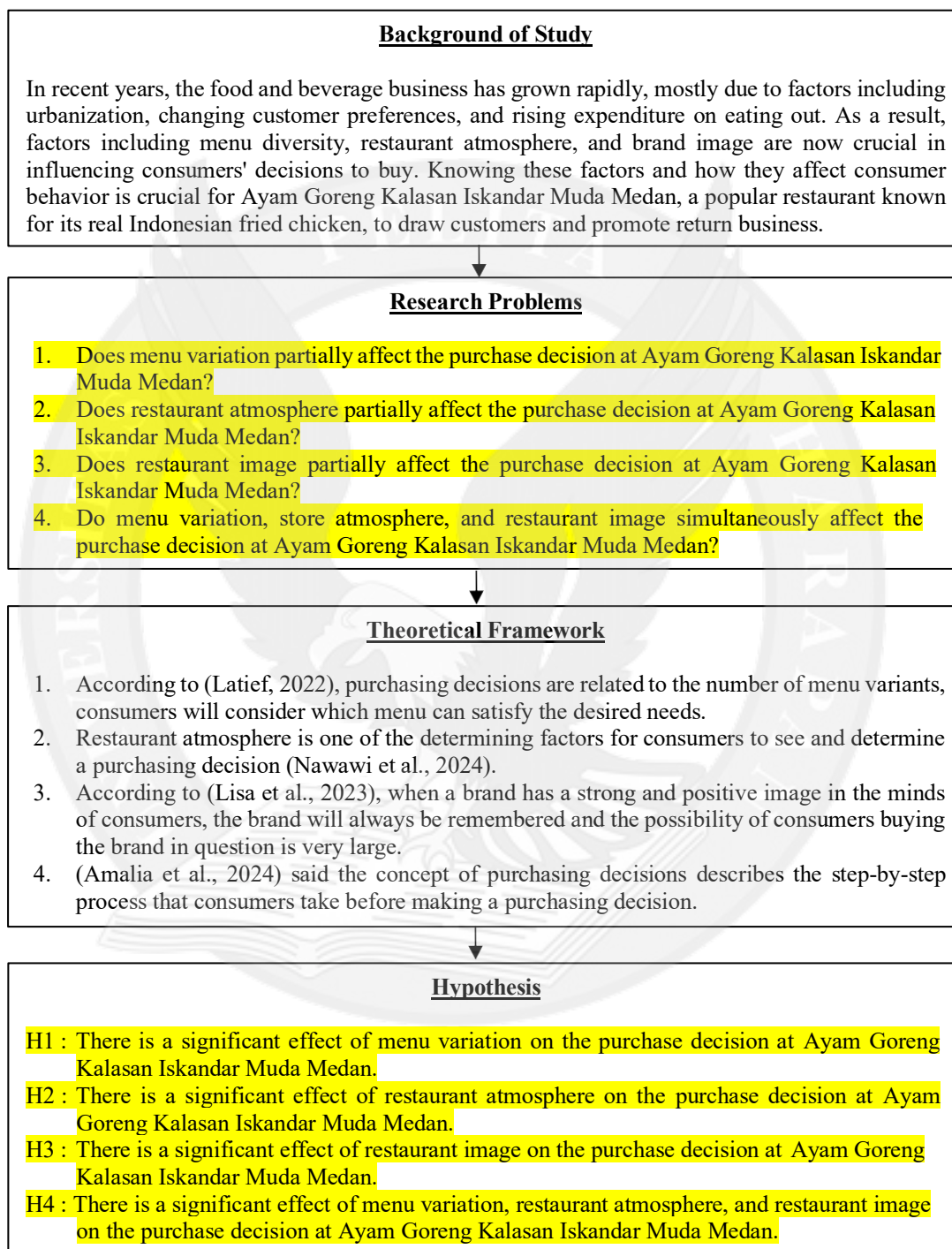


Figure 2.2 Framework of Thinking

Source: Prepared by the writer (2025)