CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of Ayam Goreng Kalasan Iskandar Muda Medan

4.1.1 History of Ayam Goreng Kalasan Iskandar Muda Medan

Ayam Goreng Kalasan originates from the village of Kalasan located east of Yogyakarta. This dish has a long history and has become an important part of Indonesia's culinary heritage. Initially, Ayam Goreng Kalasan was a special dish served in traditional ceremonies and special occasions. However, with its increasing popularity, this dish can now be found in many restaurants and food stalls throughout the country.

Ayam Goreng Kalasan Restaurant which has been serving since 1983 until now. Located at Jalan Iskandar Muda No. 292-294 Medan. Has an Indoor room on the 1st Floor, Semi Outdoor and VIP Room on the 2nd Floor. In addition, here Ayam Goreng Kalasan Restaurant also provides a Prayer Room and Children's Play Area. Ayam Goreng Kalasan Restaurant operates every day from 11 am to 10 pm.

Various food menus are served at Ayam Goreng Kalasan Restaurant starting from 1 grilled chicken, 1 fried chicken, lontong sayur, sambal liver, rice vegetables are favorite foods besides other food menus available at this restaurant.

The vision of the Ayam Goreng Kalasan Iskandar Muda Medan is to become one of the restaurants that provides the best Indonesian cuisine in the city of Medan. The mission of the Ayam Goreng Kalasan Iskandar Muda Medan is

1.   To gain a lot of profit

2.   To provide quality service

3.   To provide a variety of Indonesian menus that suit the taste of Indonesia

4.1.2   Organization Structure Ayam Goreng Kalasan Iskandar Muda Medan

An organization so that all activities run well and can achieve goals, it is necessary to have a clear organizational structure and division of labor (job description). A good organizational structure must clearly describe the authority and responsibility and functions of each part in the company, which in this case is one of the requirements for creating adequate internal control. The organizational structure of Ayam Goreng Kalasan Iskandar Muda Medan is as follows:
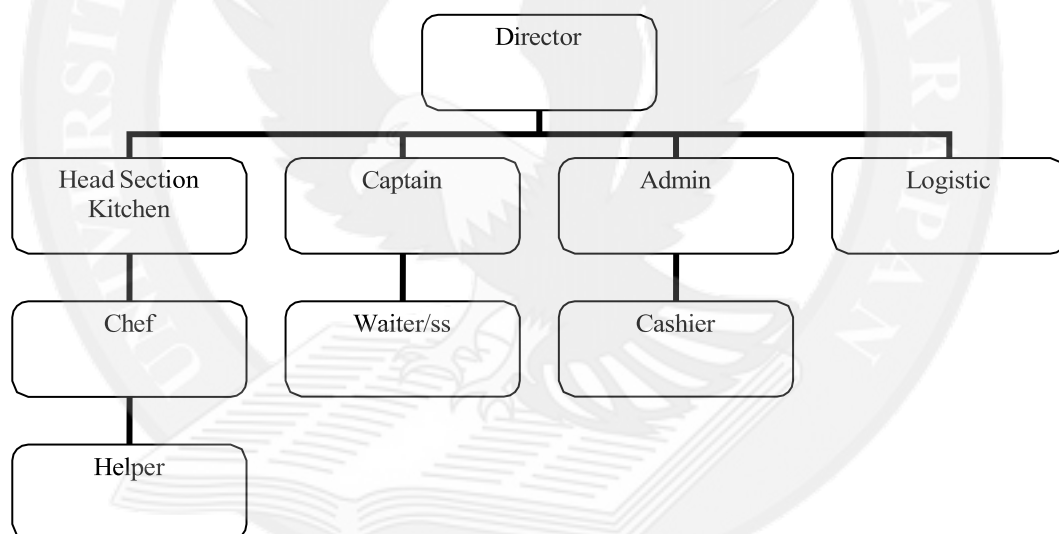

Figure 4.1 Organization Structure
Source: Ayam Goreng Kalasan Iskandar Muda Medan (2025)

The duties and responsibilities of each section in the organizational structure of the Ayam Goreng Kalasan Restaurant are as follows:

a.   Director

The duties and responsibilities of the director are as follows:

1)   The highest authority holds in important decisions.

2) Come to control the operation of the restaurants.

b.   Head Section Kitchen

The duties and responsibilities of the head section kitchen are as follows:

1) Holds the highest power in the kitchen and be responsible for everything that happens in the kitchen.

2) Control the work of chef and helper.

3) Creating and arranging menus that will be served to customers.

4) Responsible for the willingness of raw materials needed for cooking.

c.   Chef

The duties and responsibilities of the chef are as follows:

1) Cook all the ordered menus according to prescribed recipes.

2) Keeping the kitchen clean.

d.   Helper

The duties and responsibilities of helper are as follows:

1) Check out all the food items out.

2) Washing the cooking utensils and eating utensils that have been used.

3) Keeping kitchen clean.

e.   Captain

The duties and responsibilities of the captain are as follows:

1) Supervise and control the work of male servants / women.

2) Keep the whole restaurants clean.

3) Serve guests as best as they can.

f.   Waiter / ss

The duties and responsibilities of waiter / waitress are as follows:

1) Prepare before the restaurants is opened.

2) Welcomes and serves guests as best as they can.

3) Provide menu list to guest and then receive the food order.

4) Serves food and drinks to guests.

5) Clean the rest of the dishes and the table after eating.

g.   Admin

The tasks and responsibilities of the admin are as follows:

1) Recap total sales in one day.

2) Conduct attendance for employees.

h.   Cashier

The duties and responsibilities of the cashier are as follows:

1) Deal well, friendly, fast, and accurate.

2) Check and recalculate the money and give the change correctly.

3) Cleaning and smoothing the checkout area.

i.   Logistics

The duties and responsibilities of logistics are as follows:

1) Carry out shopping materials and goods of the restaurant needs.

2) Carry out building maintenance.

4.2   Pre-Test Research Result

a.   Validity Test

The validity test checks if the questionnaire is appropriate for research. It was given to 30 respondents from Ayam Goreng Kalasan Cemara Asri Branch, which is outside the main research group. Each statement is valid if its r count is higher than the r table value of 0. 361, calculated with 28 degrees of freedom from df = n - 2 = 30 - 2 = 28. The r count values are shown in the Pearson Correlation column.

Table 4.1 Validity Test Result on Menu Variation

No	Question items	r count	r table	Criteria
1	The taste variants of food and drinks served at Ayam Goreng Kalasan Iskandar Muda Medan can satisfy consumer tastes	.868		Valid
2	Consumers can easily choose a menu according to their taste because of the variety of types of food and beverages	.824	.361	Valid
3	The taste of the food and beverages at Ayam Goreng Kalasan Iskandar Muda Medan makes consumers interested in trying it again	.912		Valid
4	The portions of food and drinks offered by Ayam Goreng Kalasan Iskandar Muda Medan can make consumers fuller	.898		Valid

Source: Data Processing with SPSS (2025)

Table 4.1 shows that the validity test results for the menu variation variable have r-count values > r-table value of 0.361. Therefore, all statements for this variable are valid.

Table 4.2 Validity Test Result on Restaurant Atmosphere

No	Question items	r count	r table	Criteria
1	Tables and chairs at Ayam Goreng Kalasan Iskandar Muda Medan look clean after consumers finish eating and drinking	.808		Valid
2	The music played at Ayam Goreng Kalasan Iskandar Muda Medan gives a relaxed impression and is not disturbing	.904	.361	Valid
3	The scent of food and beverages at Ayam Goreng Kalasan Iskandar Muda Medan makes consumers feel at home and comfortable to make repeat purchases	.737		Valid

No	Question items	r count	r table	Criteria
4	The fresh/clean air temperature in the room can provide a more comfortable food experience when consumers are at Ayam Goreng Kalasan Iskandar Muda Medan	.873		Valid
5	The lighting at Ayam Goreng Kalasan Iskandar Muda Medan is quite bright	.641		Valid
6	The color arrangement at Ayam Goreng Kalasan Iskandar Muda Medan is in accordance with the room design	.827		Valid

Source: Data Processing with SPSS (2025)

Based on Table 4.2, the validity test results for the restaurant atmosphere variable show an r-count value greater than the r-table of 0.361. Therefore, all restaurant atmosphere statement instruments are valid.

Table 4.3 Validity Test Result on Restaurant Image

No	Question items	r count	r table	Criteria
1	Consumers know that the Kalasan fried chicken offered by Ayam Goreng Kalasan Iskandar Muda Medan is famous for its savory and slightly sweet taste	.802		Valid
2	Consumers know that Ayam Goreng Kalasan Iskandar Muda Medan is a typical dish from Kalasan, Yogyakarta which has been known for a long time in the city of Medan	.927	.361	Valid
3	Consumers come to Ayam Goreng Kalasan Iskandar Muda Medan because this restaurant provides various Indonesian food and beverage menus from the city of Yogyakarta	.916		Valid

Source: Data Processing with SPSS (2025)

Table 4.3 shows that the validity test results for the restaurant image variable have r-count values greater than the r-table value of 0.361, confirming that all statement instruments are valid.

Table 4.4 Validity Test Result on Purchase Decision

No	Question items	r count	r table	Criteria
1	Consumers are confident to come to Ayam Goreng Kalasan Iskandar Muda Medan because the price of food and beverage is very affordable	.868		Valid
2	Before coming to Ayam Goreng Kalasan Iskandar Muda Medan, consumers are accustomed to looking for information first about the food and beverage menus available at this restaurant	.824	.361	Valid
3	After eating for the first time at Ayam Goreng Kalasan Iskandar Muda Medan, consumers invite family or friends to come back to this restaurant	.912		Valid

| 4 | Consumers continue to buy food and beverage at Ayam Goreng Kalasan Iskandar Muda Medan even though there are foods that are no longer available at this restaurant | .898 | | Valid |

Source: Data Processing with SPSS (2025)

Table 4.4 shows that the validity test results for the purchase decision variable have r-count values greater than the r-table value of 0.361. Therefore, all statements for this variable are valid.

b   Reliability Test

A questionnaire is reliable when a respondent's answers are consistent over time. Higher reliability means a more stable measurement tool. In SPSS, reliability is measured using Cronbach's Alpha (α). A variable is reliable if its Cronbach's Alpha value is greater than 0.70.

Table 4.5 Reliability Test Result

No.	Variable	Cronbach's Alpha	Critical Number	Description
1	Menu Variation	.897	.700	Reliable
2	Restaurant Atmosphere	.880	.700	Reliable
3	Restaurant Image	.850	.700	Reliable
5	Purchase Decision	.763	.700	Reliable

Source: Data Processing with SPSS (2025)

Based on Table 4.5 above, all research variables are reliable as the Cronbach's Alpha value > 0.70.

4.3   Research Result

4.3.1   Characteristics of Respondents

Respondent characteristics describe fairly clear data regarding the condition of the respondents and their relation to the problem and objectives of this study. This study was conducted at Ayam Goreng Kalasan Medan by taking a sample of 170 respondents. The following table explains the distribution of research

respondents based on gender, age, income, location in Medan, and companion when visiting Ayam Goreng Kalasan Medan.

1. **Characteristics of respondents by Gender.**

Table 4.6 Characteristics of Respondents by Gender

No	Gender	Frequency	Percentage
1	Male	65	38.2
2	Female	105	61.8
	Total	**170**	**100**

Source: Ayam Goreng Kalasan Iskandar Muda Medan (2025)

Based on Table 4.6, it can be concluded that out of 170 respondents in this study, 65 were male and 105 were female. The majority of respondents for Ayam Goreng Kalasan Medan are female customers.

2. **Characteristics of respondents By Age**

Table 4.7 Characteristics of Respondents by Age

No	Age	Number	Percentage
1	< 20 years	14	8.2
2	21 – 30 years	58	34.1
3	31 – 40 years	64	37.7
4	> 40 years	34	20.0
	Total	**170**	**100.00%**

Source: Ayam Goreng Kalasan Iskandar Muda Medan (2025)

Based on Table 4.7, the study included 170 respondents: 14 were under 20 years, 58 were aged 21-30 years, 64 were aged 31-40 years, and 34 were over 40 years. The majority of Ayam Goreng Kalasan Medan customers are aged 31-40 years.

3. **Characteristics of respondents By Income**

Table 4.8 Characteristics of Respondents by Income

No	Income	Number	Percentage
1	< IDR 1,500,000	36	21.2
2	IDR 1,500,000 - IDR 3,000,000	105	61.8
4	> IDR 3,000,000	29	17.0
	Total	**170**	**100.00%**

Source: Ayam Goreng Kalasan Iskandar Muda Medan (2025)

Based on Table 4.8, from 170 respondents, 36 had an income of less than IDR 1,500,000, 105 were aged 21-30 years, 64 had an income between IDR 1,500,000 and IDR 3,000,000, and 29 had an income above IDR 3,000,000. Most customers of Ayam Goreng Kalasan Medan have an income between IDR 1,500,000 and IDR 3,000,000.

4. Characteristics of Respondents by Location in Medan

Table 4.9 Characteristics of Respondents by Location in Medan

No.	Location in Medan	Frequency	Percentage
1	Yes	156	91.8
2	No	14	8.2
	Total	**170**	**100%**

Source: Ayam Goreng Kalasan Iskandar Muda Medan (2025)

Based on Table 4.9, it can be concluded that out of 170 respondents in this study, 156 were located in Medan and 14 were not. Thus, most Ayam Goreng Kalasan Medan customers based on location are from Medan.

5. Characteristics of Respondents by Companion When Visiting Ayam Goreng Kalasan Medan

Table 4.10 Characteristics of Respondents by Characteristics of Respondents by companion when visiting Ayam Goreng Kalasan Iskandar Muda Medan

No.	Characteristics of Respondents by companion when visiting Ayam Goreng Kalasan Medan	Frequency	Percentage
1	Family	100	58.8
2	Friends	42	24.7
3	Coworkers	28	16.5
	Total	**170**	**100%**

Source: Ayam Goreng Kalasan Iskandar Muda Medan (2025)

Based on Table 4.10, it can be concluded that out of 170 respondents in this study, 100 respondents came with family, 42 respondents came with friends, and 28 respondents came with coworkers. The majority of customers at Ayam Goreng Kalasan Medan came with family.

4.3.2 Descriptive Statistic

Descriptive statistics use mean, median, and mode to summarize data characteristics. To describe the research variables, researchers will look at the mean, median, and mode score values with values categorized into score ranges based on class intervals.

The interval level menu variation and purchase decision are as follows:

Highest Class = 4 questions x 5 = 20

Lowest Class = 4 questions x 1 = 4

The range = (20-4)/5 = 3.2

Table 4.11 The Interval Class of Menu Variation and Purchase Decision

Intervals	Note
4.0 – 7.1	Strongly Disagree
7.2 – 10.3	Disagree
10.4 – 13.5	Neutral
13.6 – 16.7	Agree
16.8 – 20.0	Strongly Agree

Source: Data processing by writer (2025)

The interval level restaurant atmosphere are as follows:

Highest Class = 6 questions x 5 = 30

Lowest Class = 6 questions x 1 = 6

The range = (30-6)/5 = 4.8

Table 4.12 The Interval Class of Restaurant Atmosphere

Intervals	Note
6.0 – 10.7	Strongly Disagree
10.8 – 15.5	Disagree
15.6 – 20.3	Neutral
20.4 – 25.1	Agree
25.2 – 30.0	Strongly Agree

Source: Data processing by writer (2025)

The interval level restaurant image are as follows:

Highest Class = 3 questions x 5 = 15

Lowest Class = 3 questions x 1 = 3

The range = (15-3)/5 = 2.4

Table 4.13 The Interval Class of Restaurant Image

Intervals	Note
3.0 – 5.3	Strongly Disagree
5.4 – 7.7	Disagree
7.8 – 10.1	Neutral
10.2 – 12.5	Agree
12.6 – 15.0	Strongly Agree

Source: Data processing by writer (2025)

The calculation results for obtaining the Mean, Median, and Mode values can be seen in Table 4.14 below:

Table 4.14 Descriptive Statistic

		Menu Variation	Restaurant Atmosphere	Restaurant Image	Purchase Decision
N	Valid	170	170	170	170
	Missing	0	0	0	0
Mean		15.61	23.79	12.09	15.99
Median		16.00	24.00	12.00	17.00
Mode		16	22	12	17

Source: Data Processing with SPSS (2025)

The mean of the menu variation variable is 15.61. This means that the variety of menus available at Ayam Goreng Kalasan Medan is very varied and attracts the attention of customers. The median of menu variation variable is 16.00. This means that more than half of the respondents answered agree regarding menu variation at Ayam Goreng Kalasan Medan. The mode of the menu variation variable is 16. This means that the majority of respondents really like the menu variation at Ayam Goreng Kalasan Medan.

The mean of the restaurant atmosphere variable is 23.79. This means that customers agree with the atmosphere in Ayam Goreng Kalasan Medan. The median of the store atmosphere variable is 24.00. This means that more than half of the

respondents answered agree regarding restaurant atmosphere at Ayam Goreng Kalasan Medan. The mode of the restaurant atmosphere variable is 22. This means that the majority of respondents really like the restaurant atmosphere at Ayam Goreng Kalasan Medan.

The mean of the restaurant image variable is 12.09. This means that the customers agree with restaurant image in Ayam Goreng Kalasan Medan. The median of the restaurant image variable is 12.00. This means that more than half of the respondents answered agree regarding restaurant image at Ayam Goreng Kalasan Medan. The mode of the restaurant image variable is 12. This means that the majority of respondents will always remember the brand image of Ayam Goreng Kalasan Medan.

The mean of the purchase decision variable is 15.99. This means that the the customers agree with purchase decision in Ayam Goreng Kalasan Medan. The median of the purchase decision variable is 17.00. This means that more than half of the respondents answered agree regarding purchase decision at Ayam Goreng Kalasan Medan. The mode of the purchase decision variable is 17. This means that the majority of respondents will always buy food at Ayam Goreng Kalasan Medan.

4.4   Result of Data Quality Testing

1.   Normality Test

This test checks if the observations follow a normal distribution. Two methods to identify this are graphical analysis and statistical tests. The results of the normality test analysis are shown below:

Table 4.15 Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.26509007
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.035
Test Statistic		.060
Asymp. Sig. (2-tailed)[c]		.200[d]

Source: Data Processing with SPSS (2025)

The Kolmogorov Smirnov test results in Table 4.15 show a significance value of 0.200 > 0.05, indicating the data is normally distributed.
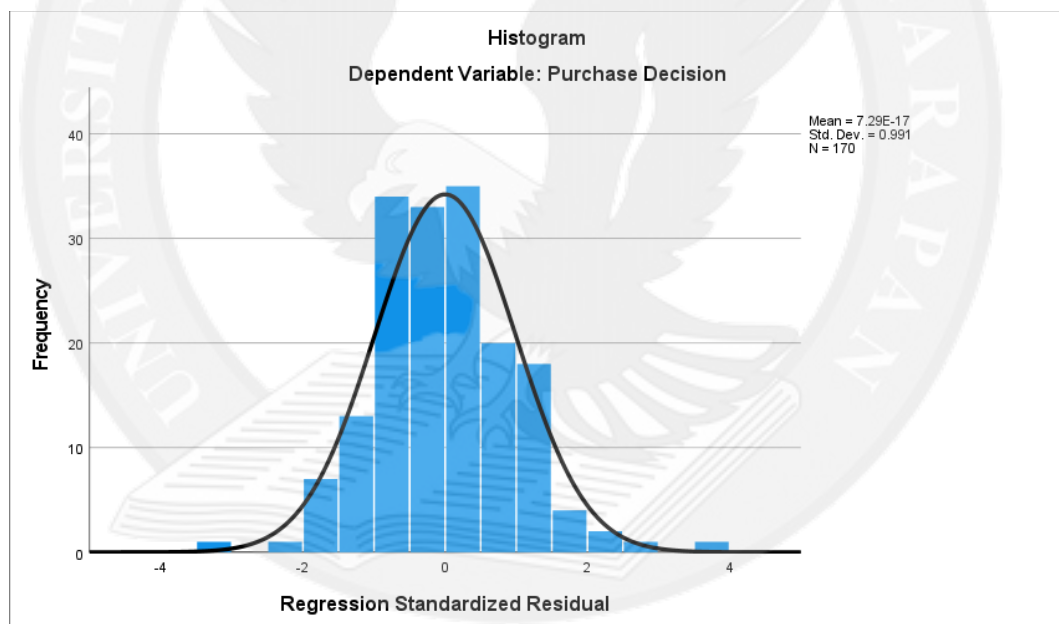
Figure 4.2 Histogram Graph
Source: Data Processing with SPSS (2025)

The histogram graph shows a normal data distribution pattern, following a bell shape without skewing left or right.
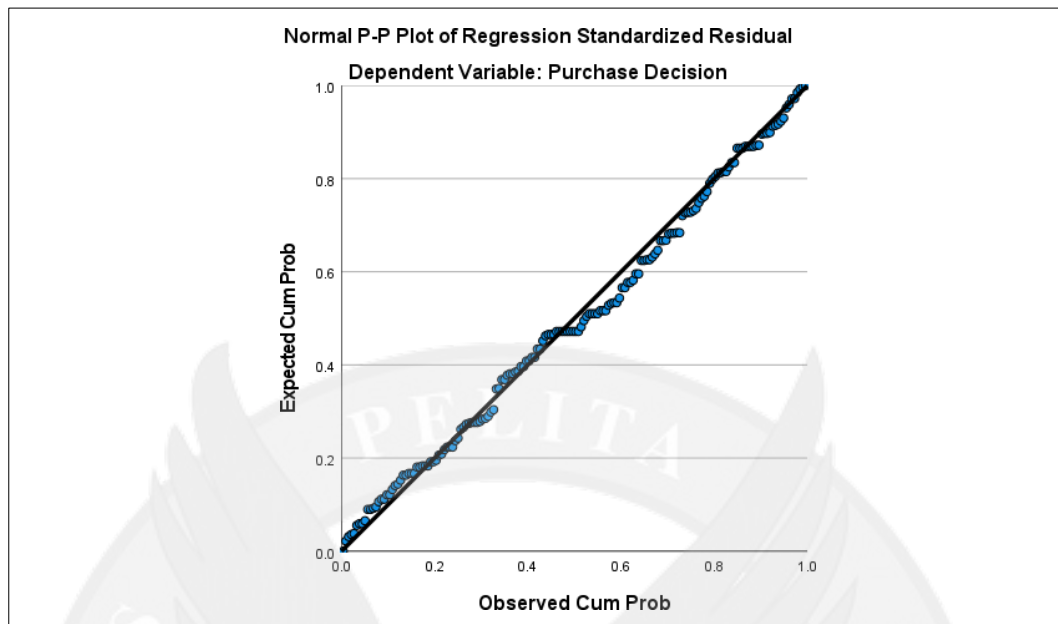
Figure 4.3 P-Plot of Normality Test
Source: Data Processing with SPSS (2025)

The p-p plot normality graph shows a normal data pattern as points align

and spread around the diagonal line.

2.   Multicolinearity Test

Multicollinearity test is needed to find similarities among independent

variables in a model. The common value indicating no multicollinearity is tolerance

value > 0. 10 or VIF < 10. The results of the multicollinearity test can be seen as

follows:

Table 4.16 Multicolinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Menu Variation	.434	2.305
	Restaurant Atmosphere	.700	1.428
	Restaurant Image	.384	2.606

a. Dependent Variable: Purchase Decision
Source: Data Processing with SPSS (2025)

Based on Table 4.16, the results of the data multicollinearity test are as follows:

a. The tolerance value for each research variable, menu variation of 0.434, restaurant atmosphere of 0.700, and restaurant image of 0.384, is greater than 0.10, indicating no multicollinearity problem.

b. The VIF value for each research variable, menu variation of 2.305, restaurant atmosphere of 1.428, and restaurant image of 2.606, is less than 10, confirming no multicollinearity issue.

3. Heteroscedasticity Test

The heteroscedasticity test checks for differences in variance of residuals in a regression model. A desirable model is homoscedastic, meaning it lacks heteroscedasticity. The Glejser test can be used to predict heteroscedasticity.

Table 4.17 Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.697	.467		3.632	.000
	Menu Variation	-.019	.034	-.066	-.567	.572
	Restaurant Atmosphere	.006	.019	.026	.283	.778
	Restaurant Image	-.046	.056	-.102	-.824	.411

a. Dependent Variable: absres
Source: Data Processing with SPSS (2025)

The Glejser test results for menu variation, restaurant atmosphere, and restaurant image have significance values above 0.05, indicating no heteroscedasticity in the regression model.

4.5   Multiple Linear Regression

This data analysis equation uses multiple linear regression to find out how menu variation, restaurant atmosphere, and restaurant image affect purchase decisions. The results are in Table 4.18 below.

Table 4.18 Multiple Regression Testing Result

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.578	.733	
	Menu Variation	.339	.054	.372
	Restaurant Atmosphere	.099	.031	.150
	Restaurant Image	.643	.088	.457

Source: Data Processing with SPSS (2025)

Table 4.18 presents the multiple linear regression equation model.

$$Y = 0.578 + 0.339\ X1 + 0.099\ X2 + 0.643\ X3$$

Note:

Y   = Purchase Decision

X_1 = Menu Variation

X_2 = Restaurant Atmosphere

X_3 = Restaurant Image

The explanation of the equation model above is as follows:

1.   Constant value (a) of 0.578

In the regression equation above, if the menu variation, restaurant atmosphere, and restaurant image variables have no effect, then purchase decision will increase by 0.578 units.

2.   The value of the menu variation regression coefficient is 0.339

       If the restaurant atmosphere, and restaurant image is in a constant state, then

       this regression coefficient shows that every increase in menu variation by 1

       unit causes purchase decision to increase by 0.339 units.

3.   The value of the restaurant atmosphere regression coefficient is 0.099

       If the menu variation, and restaurant image is in a constant state, then this

       regression coefficient shows that every increase in restaurant atmosphere by

       1 unit causes purchase decision to increase by 0.099 units.

4.   The value of the restaurant image regression coefficient is 0.643

       If the menu variation, and restaurant atmosphere is in a constant state, then

       this regression coefficient shows that every increase in restaurant image by

       1 unit causes purchase decision to increase by 0.643 units.

       The results of multiple regression conclude that menu variation, restaurant

atmosphere, and restaurant image positively influence purchase decisions at Ayam

Goreng Kalasan Iskandar Muda Medan.

4.6   Result of Hypothesis Testing

4.6.1   T-Test

       The t-statistic test shows how much one independent variable affects the

dependent variable. It compares the t-count value to the t-table value and the

significant value to 0.05. The t-table value of 1.97427 is found using df = n - k =

170 - 3 = 167 and 0.05.

Table 4.19 t test Result

Model		t	Sig.
1	(Constant)	.788	.432
	Menu Variation	6.307	.000
	Restaurant Atmosphere	3.236	.001
	Restaurant Image	7.293	.000

Source: Data Processing with SPSS (2025)

From Table 4.19, the t-test results show that the menu variation variable has a t-count of 6.307 > t-table value of 1.97427, with a significant value of 0.000, < 0.05. Therefore, H1 is accepted, indicating that menu variation significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

The restaurant atmosphere variable has a t-count of 3.236 > t-table value of 1.97427, and a significant value of 0.001 < 0.05. Thus, H2 is accepted, meaning restaurant atmosphere significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

The restaurant image variable has a t-count of 7.293 > t-table value of 1.97427, with a significant value of 0.000 < 0.05. H3 is accepted, indicating that restaurant image significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

4.6.2 F-Test

The F statistic test indicates if all independent variables in the model collectively affect the dependent variable. It is performed by comparing F count with F table at a 5% α level. The F table value of 2.66 is derived with df1 = 3 and df2 = 166.

Table 4.20 Result of F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	810.518	3	270.173	165.813	.000[b]
	Residual	270.477	166	1.629		
	Total	1080.994	169			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Restaurant Image, Restaurant Atmosphere, Menu Variation

Source: Data Processing with SPSS (2025)

The Fcount value is 165. 813 with a significant value of 0. 000. The Fcount is greater than Ftable, as 165. 813 > 2. 66 and 0. 000 < 0. 05. This indicates that menu variation, restaurant atmosphere, and restaurant image significantly affect purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

4.6.3   Coefficient of Determination Test

The coefficient of determination measures how well the model explains the variation of the dependent variable. Its value ranges from zero to one. Adjusted r square is used in this analysis.

Table 4.21 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866[a]	.750	.745	1.276

a. Predictors: (Constant), Restaurant Image, Restaurant Atmosphere, Menu Variation

Source: Data Processing with SPSS (2025)

The adjusted r square is 0.745, indicating that 74.5% of the purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan are explained by menu variation, restaurant atmosphere, and restaurant image. The remaining 25.5% is related to other factors not included in this study, like consumer behavior or price.

4.7 **Discussion**

4.7.1 **Effect Of Menu Variation On Purchase Decision**

The first hypothesis test shows that the diversity in menu variation has a t-count value of 6.307 > t-table value of 1.97427, with a significant value of 0.000 < 0.05. These results confirm acceptance of the first hypothesis, indicating that menu variation significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

Menu variation is the different food options businesses provide to help customers meet their preferences. It includes choices like topping size, dough type, and other ingredients. Menu variation impacts consumer buying decisions by offering diverse options that fulfill desires. Consumers consider factors such as service quality and types of dishes when selecting menus. A broader menu variety can enhance buying decisions and keep customers engaged (Latief, 2022). The Theory of Planned Behavior suggests that a positive attitude towards menu variety, social support, and perceived ease of choice contribute to the intention to purchase. This intention, in turn, influences actual purchasing behavior.

Menu variation significantly affects purchase decisions because consumers can easily choose a menu according to their taste because of the wide variety of food and drinks. This allows consumers to choose food and drinks that suit their personal preferences, both in terms of taste, type of food, and dietary restrictions.

This aligns with (Sutaguna et al., 2023), which states that menu variation significantly impacts purchase decisions. This means that the more diverse the menu offered by Hanan Catering, the more purchasing decisions will be made. A

variety of menus can continue to maintain consumer interest in consuming the food provided by restaurant.

4.7.2 Effect Of Restaurant Atmosphere On Purchase Decision

The second hypothesis test shows that the diversity in restaurant atmosphere has a t-count value of 3.236 > t-table value of 1.97427, with a significant value of 0.001 < 0.05. This means the second hypothesis is accepted, indicating that restaurant atmosphere significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

Restaurant atmosphere significantly impacts shopping centers by attracting customers and making them feel comfortable. It serves as a key tool for entrepreneurs to draw in shoppers. Restaurant atmosphere acts as a stimulus, influencing cognitive and emotional responses, which leads to certain behaviors. This includes environmental design elements like visual communication, lighting, color, music, and smells that affect buying behavior. In restaurants, the atmosphere is crafted to provide comfort and safety, enhancing purchasing decisions. A diverse menu that meets customer needs also boosts interest in purchases (Amalia et al., 2024). Furthermore, according to the Theory of Planned Behavior, a well-designed restaurant atmosphere can enhance consumer attitudes and increase the likelihood of making a purchase.

Restaurant atmosphere significantly affects purchase decisions because the pleasant aroma of food and drinks served can enhance the customer experience, making them feel more at home and comfortable, thus encouraging them to make

repeat purchases. Appetizing aromas can create positive associations with products and brands, increase consumers' perceptions of quality, and make them want to come back again.

The study's results align with (Titing et al., 2023) and (Maesaroh & Wiwoho, 2023), confirming the significant impact of restaurant atmosphere on purchase decisions. Consumers consider restaurant atmosphere very important because consumers feel a comfortable and pleasant atmosphere to relax while visiting the restaurant. In addition, respondents can also enjoy pleasant live music so that respondents feel satisfied spending time while visiting the restaurant. So it can be concluded that the atmosphere felt by consumers is very good so that it causes consumer purchasing decisions and will make repeat purchases.

4.7.3 Effect Of Restaurant Image On Purchase Decision

The third hypothesis test shows that the restaurant image variable has a t-count value of 7.293 > t-table value of 1.97427, with a significant value of 0.000 < 0.05. This means the third hypothesis is accepted, indicating that restaurant image significantly affects purchase decisions at Ayam Goreng Kalasan Iskandar Muda Medan.

Brand image is how consumers view a brand based on their memories and experiences, both positive and negative. It reflects general perceptions and is built from direct and indirect interactions with the brand. Maintaining a strong and positive brand image is essential, as it helps consumers remember the brand and increases the likelihood of purchase. A strong brand image influences consumer

buying decisions and requires consistent product quality, good service, and effective marketing strategies (Irfandi et al., 2025). The Theory of Planned Behavior states that attitude, subjective norm, and perceived behavioral control together influence the intention to buy, which then predicts actual purchasing behavior. A positive brand image can foster the right attitude and support, leading to increased purchase intention.

Restaurant image significantly affects purchase decisions because Consumers come to Ayam Goreng Kalasan Medan because this restaurant provides a variety of typical Indonesian food and beverage menus from the city of Yogyakarta so that the variety of menus allows consumers to try various flavors and styles of cooking which makes the dining experience more enjoyable and not monotonous and with many menu choices, customers have more options to choose food that suits their wishes, which in the end can increase overall satisfaction.

These results align with research by (Sofiani & Yulia, 2024), stating that brand image significantly influences purchase decisions. Brand Image has an influence on Purchasing Decisions, where the results of the questionnaire agreed that the restaurant has a positive Brand Image, this is influenced by the quality and trust of consumers supported by field data for the safety of its products, the restaurant uses ingredients of the best quality where there are several imported products.

4.7.4 Effect Of Menu Variation, Restaurant Atmosphere, And Restaurant Image On Purchase Decision

The fourth hypothesis test shows that Fcount value is greater than Ftable, specifically $165.813 > 2.66$, and the significant value is less than 0.05, with a value of $0.000 < 0.05$. These results indicate that the fourth hypothesis is accepted, meaning that menu variation, restaurant atmosphere, and restaurant image significantly affect the purchase decision at Ayam Goreng Kalasan Iskandar Muda Medan. The coefficient of determination value indicates that 74.5% of the purchase decision can be explained by these variables, while 25.5% is explained by other factors not studied.

Menu variation, restaurant atmosphere, and restaurant image significantly affect the purchase decision because after eating for the first time at Ayam Goreng Kalasan Iskandar Muda Medan, consumers invite family or friends to come back to this restaurant. The main reason is usually because they enjoyed the food, service, and atmosphere of the restaurant. This positive experience creates a strong impression, making them want to share the experience with those closest to them.