

The Influence of Food Quality and Brand Image Toward Purchasing Decisions (A Study on Suka Ramai Restaurant in Kupang)

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Abstract—One of the efforts that can be done by every business actor is to create a consumer-oriented marketing strategy. Suka Ramai restaurant has many competitors who also offer seafood menus, but in the midst of competition, Suka Ramai restaurant must be able to compete by maintaining good food quality so as to make visitors interested in the menu offered. Product quality (food) is closely related to consumer purchasing decisions. With a good perception of quality will create a good brand image for a product that will lead to consumer purchasing decisions. Brand image is one of the considerations of consumers in making a purchasing decision of a product or service. If the brand image is embedded in the minds of consumers, it will help consumers reduce confusion in choosing a product. Therefore, the purpose of this study is to find out partially and simultaneously the effect of food quality and brand image on purchasing decisions at Suka Ramai Kupang restaurants. Research findings indicate that food quality and brand image partially and simultaneously have a significant effect on consumer purchasing decisions at Suka Ramai Kupang Restaurant.

Keywords—*food quality; brand image; purchasing decisions*

I. INTRODUCTION

The increasingly fierce business competition, especially business competition in food, makes the industry more competitive to move faster in terms of attracting consumers so that the industry needs to pay close attention to consumers and the factors that influence their purchasing decisions in marketing efforts of a product. This is one way to achieve the company's goals, namely by knowing what the needs and desires of consumers or target markets are.

The growth in the number of restaurants in the city of Kupang shows that competition in the business sector is getting tougher. To overcome the increasingly fierce competition, an effort is needed to overcome this and try to win consumers. One of the efforts that can be done by every business actor is to create a consumer-oriented marketing strategy.

The Suka Ramai Kupang restaurant itself has a different concept from other restaurants. Suka Ramai Restaurant serves food fresh in the serving cupboard, so that consumers can

easily see and choose the food menu they want to order. This restaurant is also widely known by the people of the city of Kupang as a restaurant that serves the main menu, namely seafood. Featured menus such as tom yam, grilled fish, salted egg crab, sweet and sour prawns and Indonesian dishes are also favorites of many customers. Suka Ramai Restaurant also has daily operating hours from 10:00-22:00. This restaurant was founded by Mr. Benedict Johan Langoblolok, which began operating in 2013. The initial place of operation of this restaurant was in a small business place and started operating in a new place not far from the previous place of business, which was located on Jl. Piet A. Tallo, Kupang City. One of the advantages is that the chef of this restaurant is the owner himself.

Suka Ramai restaurant has many competitors who also offer seafood menus, such as: Taman Laut Handayani restaurant, Palapa restaurant, Subasuka restaurant, Kits restaurant, Waroenk restaurant. However, in the midst of competition, Suka Ramai restaurant must be able to compete by maintaining good food quality so that it makes visitors interested in the menu offered. If a product (food) is judged to have better quality than competing products, consumers will tend to choose to purchase the product (Kotler, 2005:20). Product quality is closely related to purchasing decisions made by consumers which is the purpose of marketing activities carried out by the company. Because the perception of quality is the perception of consumers, if the consumer's perception of a product is positive, then the product will be liked and will always use the product to meet their needs, because basically quality has an important meaning for consumers in their purchasing decisions. With a good perception of quality, it will create a good brand image for a product, as well as lead to purchasing decisions by consumers. Keller (2013: 93) defines brand image as the perception of a brand that is described by brand associations in consumers' memories. Brand image is one of the considerations of consumers in making a purchasing decision of a product or service. If the brand image is embedded in the minds of consumers, it will help consumers reduce confusion in choosing a product which in the end consumers will buy the product because they believe in the product or brand they buy according to what is perceived without considering too many things.

The formulation of the problem in this study are: 1) Does food quality affect purchasing decisions at the Suka Ramai Kupang restaurant? 2) Does brand image affect purchasing decisions at Suka Ramai Kupang restaurant? 3) Do food quality and brand image affect purchasing decisions at Suka Ramai Kupang restaurant? The purpose of this study was to determine the effect of either partially or simultaneously the quality of food and brand image on purchasing decisions at the Suka Ramai Kupang restaurant.

II. LITERATURE REVIEW

A. Food Quality

According to Knight and Kotschevar (2000) food quality is a level in the consistency of menu quality which is achieved by setting a product standard and then checking the points that must be controlled to see the quality to be achieved. Every food product has its own standards, so there are many standards in every food menu. The dimensions that are often used in evaluating food quality according to research by Sugianto (2013) are: 1) Quality in terms of taste, taste quality is well maintained according to the taste desired by consumers; 2) Quantity or portion, is the amount or number of dishes in accordance with the wishes of consumers; 3) Variations in the menu and the variety of types of cuisine offered, variations in the menu of dishes served from various types of cuisine and variations of various types of cuisine; 4) Distinctive taste, is a distinctive taste that is different and only exists in a certain restaurant; 5) Hygiene or cleanliness, is food that is always kept clean; 6) Innovation, is a new dish that is offered to make consumers not bored with monotonous products so that consumers have many choices.

B. Brand Image

According to Kotler and Keller (2009) brand image is the perception and belief made by consumers, as reflected in associations that occur in consumer memory. 4 (four) main things that must be considered in a brand (Kartajaya, 2004: 484), namely: 1) Recognition is the level of recognition of a brand by consumers, if a brand is not known then the product with that brand must be sold by relying on the price. cheapest; 2) Reputation is a fairly high level of reputation or status for a brand because it has a good track record. A product with a brand that consumers like will be easier to sell and a product that is perceived as having high quality will have a good reputation; 3) Affinity is an emotional relationship that arises between a brand and its consumers; 4) Loyalty concerns how much customer loyalty from a product that uses the brand in question.

C. Purchasing Decisions

According to Widjaja and Rahmat (2017: 72) stated that purchasing decisions are consumer behavior in choosing or determining products to achieve satisfaction in accordance with their wants and needs. Meanwhile, according to Kotler and Keller (2009:178) there are dimensions of Purchase Decision: 1) Product Choice; 2) Brand Choice; 3) Choice of Dealers; 4) Purchase Amount; 5) Time of Purchase; 6) Payment Method.

Kotler and Armstrong (2013:224) in Marketing Fundamentals state that there are 5 stages of buying:

- Recognition of needs/problems. The buying process begins with a problem or need felt by the consumer. Consumers perceive differences between desired states between situations in order to evoke and activate the decision process.
- Information search. After the consumer feels the need for an item or service, then the consumer looks for information that is both stored in memory (internal) and information obtained from the environment (external). Consumer sources consist of: a) Personal sources such as family, neighbors, friends, acquaintances; b) Commercial/commercial sources such as advertising, sales force, packaging and display; c) Public sources such as mass media and consumer organizations; d) Sources of experience such as handling, inspection, product use.
- Evaluation of alternatives. After the information is obtained, the consumer evaluates various alternative choices in meeting these needs. To assess alternative consumer choices, there are three basic concepts used, namely: a) Product characteristics; b) Value of interest; c) The level of liking.
- Buying decision. Consumers who have made a choice of various alternatives usually buy the most preferred product, which forms a decision to buy. There are 3 (three) factors that cause the decision to buy, namely: a) Attitudes of other people such as neighbors, friends, confidants, family, etc.; b) Unforeseen situations such as price, family income, expected benefits; c) Unpredictable factors such as situational factors that can be anticipated by consumers.
- Post-purchase behavior. Consumer satisfaction or dissatisfaction with subsequent purchase behavior. If consumers are satisfied, they are likely to make repeat purchases and vice versa. Consumer dissatisfaction will occur if consumers experience unfulfilled expectations.

D. Empirical Overview

Margareta Fiani and Edwin (2012), conducted a study on "Analysis of the Effect of Food Quality and Brand Image on Purchase Decisions for Roti Kecil at Ganep's Bakery in Solo City". This study shows that the food quality and brand image variables simultaneously affect the purchasing decision variables. Partially, brand image has a greater effect than food quality on the purchasing decision of Ganep's Roti kecil bakery.

Wahyuni, Usman, and Safwadi (2019), conducted a study on "Analysis of the Effect of Food Quality and Brand Image on Consumer Purchase Decisions". The result of this research is that food quality and brand image have a simultaneous effect on consumer purchasing decisions. While partially, food quality has a greater effect than brand image on consumer purchasing decisions at Nafisa Bakery and Cake in Banda Aceh City.

Wijaya, I Wayan Artana, et al (2020), conducted a study on "The Influence of Food Quality and Brand Image on Bread Purchase Decisions at Colatto Pastry & Bakery, Gianyar. Based on the results of the analysis, this study shows that food quality and brand image have a positive and significant effect on purchasing decisions at Colatto Pastry & Bakery Gianyar. Food quality and brand image have a simultaneous effect on purchasing decisions at Colatto Pastry & Bakery Gianyar.

III. RESEARCH METHODS

The type of research used by the researcher is explanatory research, namely the research that is intended to explain the position of the variables to be studied and the relationship between one variable and another, as well as test the hypotheses that have been formulated previously (Sugiyono, 2012). This study focuses on the correlation between variables Food Quality (X1) and Brand Image (X2) on the variable Purchase Decision (Y). In this study, the author uses a non-probability sampling technique, namely purposive sampling technique is also used in this study, purposive sampling technique is the determination of samples based on certain considerations, namely certain people who are suitable as data sources through the criteria of the sample being studied. According to Cooper and Emory (1996:221) it is written that the basic formula in determining the sample size for a population that is not defined with certainty, the number of samples is determined directly by 100 respondents. Researchers used direct samples, as many as 100 because the number of consumers at the Suka Ramai Kupang Restaurant could not be defined with certainty. For this reason, samples taken from the population must be truly representative. Therefore, the number of samples in this study was 100 respondents who were representative enough to be studied.

To obtain accurate and relevant data for this study, a series of data collection techniques were implemented, namely: Questionnaires, Interviews, and Observations. The preparation of the measurement scale using a Likert scale, with alternative choices, including the values of Strongly Agree: 5, Agree: 4, Neutral: 3, Disagree: 2, and Strongly Disagree: 1. To test the hypothesis, multiple regression measurement tools are used (multiple). regression) where the magnitude of Y (Purchase Decision) will be known quantitatively from each X variable with a formula (Jufidar, et al, 2019).

IV. RESEARCH FINDINGS

A. Data Analysis

Classical assumption test in multiple linear regression analysis is needed to find out which variables meet and do not meet the classical assumptions. The first classic assumption test is the normality test which is carried out on each research variable to find out which variables meet and do not meet the normality assumptions (the variables are normally distributed). The normality test is carried out by graphical analysis (normal probability plot) which will be presented in the following figure:

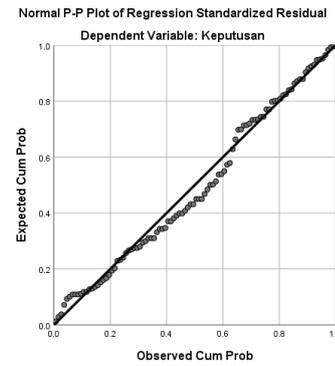


Fig. 1. Normal P-P Plot.

Based on the Fig.1 research related to the influence of food quality and brand image on purchasing decisions, it can be seen that the data has been normally distributed. Judging from the points that spread along the diagonal line.

The next classic assumption test is the multicollinearity test, where this test aims to determine whether the independent variables are linearly related. Multicollinearity testing is done by looking at the value of VIF and tolerance. The results of the analysis of multicollinearity can be seen in the following table:

TABLE I. MULTICOLLINEARITY TEST RESULTS

Variabel	Tolerance	VIF
Food Quality	0,195	5,126
Brand Image	0,195	5,126

The indication of multicollinearity is when the VIF limit is 10 and the tolerance is 0.10. If the VIF value is greater than 10 and the tolerance is less than 0.100, then multicollinearity occurs. From the results of the analysis, it can be seen that all independent variables of food quality and brand image on purchasing decisions are free from multicollinearity problems.

An important assumption in linear regression is that the disorder that appears in the regression model is homoscedastic, that is, all disorders have the same variation. This test is done by graphical method.

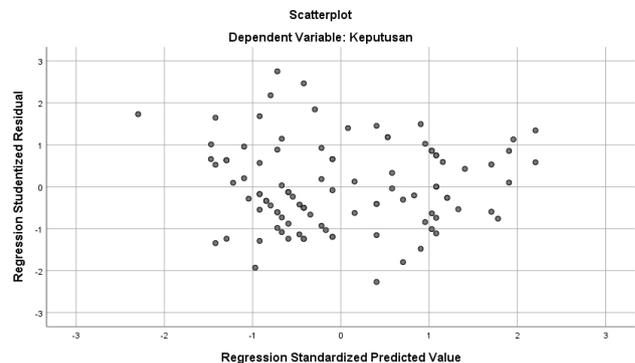


Fig. 2. Scatterplot.

Heteroscedasticity does not occur if the data is scattered around zero (0 on the Y axis) and does not form a certain pattern/trend line. From the picture of the heteroscedasticity test, it can be seen that the distribution of the data is around the zero point and there is no certain pattern in the distribution of the data. So it can be stated that there is no heteroscedasticity in research data related to food quality and brand image on purchasing decisions at Suka Ramai Restaurant Kupang.

To achieve the research objectives, multiple linear regression statistical analysis was used. This statistical analysis is used to answer the problems posed, namely to determine the effect of the variables of food quality and brand image both partially and simultaneously on purchasing decisions at Suka Ramai Restaurant Kupang, so that the regression equation is obtained as follows:

$$Y = 0.327 + 0.721X_1 + 0.143X_2$$

So from the calculation results presented in the table above, it can be explained that the constant value in the equation is 0.327. This means that if the variables of food quality and brand image are considered constant, then the value of the purchasing decision at the Suka Ramai Kupang Restaurant is 0.327, which means that the consumer's purchase decision is stated to be very low or very unwilling to make a purchase, because the constant value is smaller than Likert scale ranging from 1 (one) to 5 (five).

TABLE II. MULTIPLE LINEAR REGRESSION ANALYSIS RESULTS

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	0,327	0,164			1,990	0,049
	Food Quality	0,721	0,096	0,734		7,541	0,000
	Brand Image	0,143	0,070	0,188		2,042	0,046

The effect of the food quality variable on purchasing decisions at the Suka Ramai Restaurant Kupang with the SPSS program, the regression coefficient value is 0.721. This means that for every 1 unit increase in the food quality variable, it will increase purchasing decisions at the Suka Ramai Kupang Restaurant by 0.721 units assuming other variables remain. In other words, if there is an increase of 100 percent in the food quality variable, it can increase consumer purchasing decisions by 72.10 percent, and vice versa if there is a decrease in the food quality variable, it can reduce purchasing decisions at the Suka Ramai Kupang Restaurant.

The influence of the brand image variable on purchasing decisions at the Suka Ramai Restaurant Kupang obtained a regression coefficient value of 0.143. This means that for every increase in the product brand image variable by 100 percent, it can increase purchasing decisions at Suka Ramai Kupang Restaurant by 14.30 percent, and vice versa if there is a decrease in the brand image variable it can reduce purchasing decisions at Suka Ramai Kupang Restaurant. If it is associated with the theory of the influence of brand image on purchasing decisions that have a positive direction, then in this study it can be seen that brand image has a direct effect on purchasing decisions.

TABLE III. DETERMINATION COEFFICIENT TEST RESULTS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,906	0,821	0,817	0,27169

The coefficient of multiple determination (R²) obtained a value of 0.821 or 82.10 percent. Furthermore, the adjusted R² value is 0.817, this means that the degree of influence of each food quality variable and brand image is able to shape purchasing decisions at Suka Ramai Kupang Restaurant by 81.70 percent. While the remaining 18.30 percent is caused by other variables outside the scope of the study.

TABLE IV. F TEST RESULT (ANOVA TEST)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,104	2	24,052	113,442	0,000
	Residual	19,718	93	0,212		
	Total	67,822	95			

It is known that the calculated F is 222.283 with a significant level of 0.000. When compared with the F table, it is determined based on the table with a significant level of 5 percent and df₁ = (k - 1) = 2 and df₂ = (n - k) = 97, so that the F table value is 2.320. Because the value of Fcount is greater than Ftable (222,283 > 2,320) then H₀ is rejected and H_a is accepted. This means that the variables of food quality and brand image simultaneously have a significant influence on purchasing decisions at the Suka Ramai Restaurant in Kupang.

The level of significance of the food quality variable on purchasing decisions at the Suka Ramai Restaurant Kupang is obtained from the results of data calculations with SPSS that the t count for the food quality variable is 7.541 with a significant value of 0.000. If the t-count value is 7.541 compared to the t-table value of 1.985, then the t-count value is greater than t-table, which means H₀ is rejected and H_a is accepted. This can also be seen from the comparison value between the significant values achieved of 0.000 which means the error rate is less than 5 percent. Thus the food quality variable has a significant positive effect on purchasing decisions at the Suka Ramai Restaurant in Kupang.

The level of significance of the brand image variable on purchasing decisions at the Suka Ramai Restaurant Kupang shows that the t count for the brand image variable is 2.042 with a significant value of 0.046. If the t-count value is 2.042 compared to the t-table value of 1.985, then the t-count value is greater than t-table, which means H₀ is rejected and H_a is accepted. This can also be seen from the comparison value between the significant values achieved at 0.046, which means the error rate is less than 5 percent. Thus, the brand image variable has a positive and significant effect on purchasing decisions at the Suka Ramai Restaurant in Kupang.

B. Discussions

From the test results, it can be proven that the quality of food and brand image influence purchasing decisions at Suka Ramai Kupang Restaurant together. Purchase decision is a consumer behavior in which consumers who have made a

choice of various alternatives usually buy the most preferred product, which forms a decision to buy. Purchasing decisions in this study are influenced by two factors which include food quality and brand image. The results of this study are relevant to previous research conducted by Margareta Fiani and Edwin (2012); Wahyuni, Usman, and Safwadi (2019); and Wijaya, I Wayan Artana, et al (2020), where the results of their research state that there is a positive influence of food quality and brand image on purchasing decisions.

Consumer purchasing decisions can be influenced by the quality of food, where the quality of the food offered by restaurants is done by various methods will be a way to attract the attention of consumers. Consumer purchasing decisions can also be influenced by brand image, because consumers in choosing products will consider the brand image indicators. Products with good quality of course will affect consumer purchasing decisions. Food quality and brand image can influence consumer purchasing decisions together in this study. The results of multiple regression analysis showed the coefficient of determination was 0.817. This means that the two independent variables (food quality and brand image) are able to explain 81.70 percent of changes in the dependent variable of purchasing decisions, while the other 18.30 percent are influenced by other variables not mentioned in this study. This explains that there are other factors that influence consumers in buying a product that were not included in this study.

The results of this study indicate that there is a positive relationship between food quality and purchasing decisions, because when respondents were asked about the impact of food quality on purchasing decisions, most of the respondents answered that the distinctive taste of food quality motivated them to make a purchase. They decided to make a purchase because they knew that the food offered at the Suka Ramai Kupang Restaurant had a distinctive taste that was much more delicious and delicious when compared to other restaurants. Food quality is used to support various existing marketing strategies. Then it will attract consumers to buy the products offered. The more attractive the quality of the food, the higher the consumer's purchase decision. The results of this study have confirmed the findings in previous studies conducted by Margareta Fiani and Edwin (2012); Wahyuni, Usman, and Safwadi (2019); and Wijaya, I Wayan Artana, et al (2020) which stated that there was a positive influence of food quality on purchasing decisions.

Previous research by Margareta Fiani and Edwin (2012) supports this research, that food quality is very significant in influencing consumer purchasing decisions. The results of his research indicate that food quality has a significant impact on food purchasing decisions in the form of kecap bread at Ganep's bakery in the city of Solo. Likewise with Wahyuni, Usman, and Safwadi (2019) who examined consumer behavior where their purchasing patterns showed that the quality of food that was most widely applied and preferred by consumers was the typical cuisine of the area where the restaurant operates. Local consumers tend to feel more familiar and comfortable to enjoy dishes in the form of dishes from their homeland. This happens because they are used to consuming the specialties of their respective regions.

The results of this study indicate that the brand image variable has a positive and significant effect on consumer purchasing decisions at Suka Ramai Kupang Restaurant. The better the brand image, the higher the consumer purchasing decisions at the Suka Ramai Restaurant Kupang. Consumers in making purchases always consider things related to the quality of the food product to be purchased. Brand image can reflect the product's ability to carry out its duties which include Recognition, Reputation, Affinity, and Loyalty (Kartajaya, 2004:484). Brand image is seen as important by consumers and is used as a basis for decision making.

When consumers decide to make a purchase, product quality is the most important consideration, because product quality is the main goal for consumers to meet their needs. Quality is one of the factors that consumers consider before buying a product. Furthermore, brand image is also a factor that plays a role in influencing purchasing decisions. The product offered by the Suka Ramai Restaurant in Kupang is the second factor that greatly influences consumer purchasing decisions, because seen from the brand image, especially food and beverage products, the presentation process is carried out while maintaining cleanliness so that food is hygienic and good for consumption.

V. CONCLUSION

Based on the data analysis that has been done in the previous chapter, it can be concluded that the variables of food quality and brand image simultaneously have a significant effect on consumer purchasing decisions at Suka Ramai Kupang Restaurant. Partially, the food quality variable has a positive and significant influence on purchasing decisions, where the effect is very dominant. Similarly, the brand image variable also has a positive and significant effect on consumer purchasing decisions.

Suggestions can be submitted to the manager of the Suka Ramai Kupang Restaurant to give greater attention and focus on the food quality variable, because these variables are able to make a dominant contribution in influencing consumer purchasing decisions. This study is inseparable from limitations and weaknesses, including the location of only one object (Suka Ramai Kupang Restaurant), so that the results of the study cannot be generalized to a wider area.

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