

## Price and Quality Analysis of Purchasing Decision Making at Rocket Chicken Mojokrapak Jombang

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### ABSTRACT

*The purpose of the study was to determine the effect of price and product quality on purchasing decisions at Rocket Chicken Jombang. This study uses quantitative research methods, using the type of multiple linear regression. This research uses survey research method. the population in this study are consumers at Rocket Chicken Tembelang Jombang. The sampling method used was accidental sampling. The samples taken in this study were 50 respondents, namely consumers of Rocket Chicken Tembelang Jombang. The data used are primary and secondary data. Collecting data through activities, namely a) distributing questionnaires, b) interviews with interviewees with interview instruments, c) documentation in the form of writing or pictures, and d) literature review for the purposes of preparing reports. The data processing of the results of this study uses the type of multiple linear regression. The results obtained indicate that the price has a significant effect on purchasing decisions at rocket chicken tembelang jombang, this is evidenced by the t-count value of 5.029 with a significance level of  $0.000 < 0.005$ . Food quality has no significant effect on purchasing decisions at rocket chicken tembelang jombang, this is evidenced by the t-count value of 2,343 with a significance level of  $0.023 > 0.005$ .*

**Keywords:** Price; Quality; Purchase Decision

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### INTRODUCTION

In the era of globalization food business competition (culinary) is one of the businesses that are experiencing rapid development and has a considerable development potential (Mustamim et al., 2020). Being a leading businessman who is able to survive in a market can be measured from the acceptance of the market that continues to adjust the needs and desires of consumers. In this case, the growth of culinary food business is still recorded as a business that experienced high growth in various parts of the world. Many emerging outlets offer food and beverage products in various forms. Therefore, making competition in the business becomes very tight, where food is a basic need that must be met by everyone, especially in consumers who have many needs and desires in their activities (Ashlihah et al., 2021).

In conditions of intense business competition, the main priority of culinary business is the decision of consumers to buy their products. Customers who feel interested in their products will most likely continue to come and buy back to the restaurant and impact the income and profit from the restaurant. While customers who feel no interest in the products offered by the majority will switch to other restaurants, considering the many culinary business ventures today (Waslah, 2022). Therefore, in increasing purchases is influenced by several factors, one of which is the price factor and the quality of food.

According to (Elmiliyasi, 2020) price is one of the determining factors when the buyer will determine a purchase decision on a product and service. Price is one of the cues used by consumers in the process of perception, where the price will affect the consumer's assessment of a product. The right pricing will greatly affect the consumer's perception of the product to be purchased.

In addition to looking at the price factor, consumers also consider the quality factor of the product (food) or the quality of the food they will consume. According to (Elmiliyasi, 2020) quality is the ability

of an item to provide performance results according to or exceeding what the customer wants. Consumers can say that the seller has produced the quality of the product if the seller's product or service meets or exceeds customer expectations. Therefore, product quality factor also plays an important role because the product quality factor is also the determinant to make purchases of a product.

According to (Prihatini & Edwar, 2016; Puspita & Budiarmo, 2019) the decision to purchase is the action of the consumer to want to buy or not to the product through several stages made by the consumer before making a decision on the purchase of a product. Therefore, a product must have competitiveness in order to be able to attract consumers where maintained consumer loyalty is expected to increase the intensity of purchases over time.

Rocket Chicken is a company engaged in fast food restaurant, with superior products, Fried chicken, Burger, Steak and Chinese food, with the concept of serving healthy food, quality, halal, with a distinctive taste, affordable prices for all circles of society processed with selected seasonings. Fried chicken, certainly familiar on the tongue of Indonesians. Food that is popular since served some of these fast food restaurants, is now popular in Indonesia. Due to the popularity of this fast food product, many new entrepreneurs are partnering with Rocket Chicken. Including in Jombang city several outlets have been opened to meet customer demand.

Based on the description above, it can be conveyed that the purpose of this research is to know the influence of food quality on purchasing decisions in Rocket Chicken Jombang.

## **METHOD**

This research includes a type of associative research, which is research that seeks or asks the relationship or influence between two or more variables (causal). So, here there are independent variables (variables that affect) and dependent (influenced) (Sugiyono, 2018).

The research method used in this study is the survey method. The survey method was chosen to look for the primary data source obtained through the questionnaire, where it was chosen to obtain natural data from a specific place. This study uses quantitative research methods, using multiple linear regression types. Multiple linear regressions are linear regression models involving more than one variable or predictor and in this quantitative study will test the influence between two free variables namely, Price (X1), and Food Quality (X2) on purchasing decisions (Y). Quantitative research data in the form of numbers and analysis using statistics (Sugiyono, 2018). Data processing is done mathematically by using statistical formulas that correspond to the type of data by using SPSS 25 application.

The population in the study is consumers in Rocket Chicken Tembelang Jombang. The sampling method uses accidental sampling, which is a sampling method where the selection of sample members by chance is encountered and directly used as the main sample that is seen as suitable as a data source. The samples taken in this study were 50 respondents, namely Rocket Chicken Tembelang Jombang consumers.

Data collection can use primary and secondary data sources. Data collection through activities namely a) dissemination of questionnaires to respondents, b) interviews with interview instruments, c) documentation in the form of writings or images, and d) study of library studies for the purposes of preparing reports. Data management of the results of this study using multiple linear regression types. This analysis is used to determine whether or not there is a strategic, operational, and analytical influence either individually or jointly on customer decisions. The general forms of multiple regression equations used in this study are as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Information:

Y = Purchase Decision

a = Constant

X1 = Price

X2 = Food Quality

However, before the double linear regression test is conducted first validity test and reliability test of the instrument used. Furthermore, multiple linear regression tests are conducted.

## **RESULT AND DISCUSSION**

### **Result**

This study of respondents selected are consumers Rocket Chicken Tembelang Jombang, which

amounts to 50 consumers. The test data used is primary data that is concluded through the dissemination of questionnaires.

An overview of respondents by gender is presented in Table 1.

**Table 1.** Overview of respondents by gender

No	Gender	Sum	Percentage (%)
1.	Man	18	36
2.	Woman	32	64
Sum		50	100

From Table 1, it is known that the most respondents with female gender as many as 32 people (64%). This shows that Rocket Chicken Tembelang Jombang more women, some women who make a lot of food and drink purchases. That is, the majority of women prefer to find food outside than men.

Validity test is a precision and precision on an instrument in measurement to be measured. Validity test is used to measure the validity or invalidity of a questionnaire is said to be valid if the question on the questionnaire is able to reveal something that will be measured by the questionnaire. In making it easier to test validity, correlation bivariate is used which is processed using SPSS version 25 application which can be seen through Table 2 and Table 3.

**Table 2.** Variable Validity Test Result X1

Statement	R Count	R Table	Information
Statement 1	0,474	0,279	Valid
Statement 2	0,372	0,279	Valid
Statement 3	0,633	0,279	Valid
Statement 4	0,445	0,279	Valid
Statement 5	0,923	0,279	Valid

**Table 3.** Variable Validity Test Result X2

Statement	R Count	R Table	Information
Statement 1	0,724	0,279	Valid
Statement 2	0,724	0,279	Valid
Statement 3	0,901	0,279	Valid
Statement 4	0,907	0,279	Valid
Statement 5	0,685	0,279	Valid
Statement 6	0,732	0,279	Valid
Statement 7	0,724	0,279	Valid

Validity test results using correlation bivariate in Table 2, then for variable Price (X1) consisting of 5 question items tested can be stated that all of the questions are said to be valid, because it has r count above 0.279. While the results of the validity test using correlation bivariate in Table 3, then for food quality variables (X2) consisting of 7 question items tested can be stated that all of the questions are said to be valid, because it has a count above 0.279. Furthermore, the results of the validity test using correlation bivariate in Table 4, then for the purchase decision variable (Y) consisting of 5 question items tested can be stated that all of the questions are said to be valid, because it has a calculation above 0.279.

**Table 4.** Y variable validity test result

Statement	R Count	R Table	Information
Statement 1	0,744	0,279	Valid
Statement 2	0,585	0,279	Valid
Statement 3	0,765	0,279	Valid
Statement 4	0,366	0,279	Valid
Statement 5	0,368	0,279	Valid

Multiple linear regression analysis is performed to determine the effect of variable Price (X1) and Food Quality (X2) on Purchasing Decisions (Y) and create their regression equations. The results of multiple regression analysis calculations are processed using SPSS version 25 program. The regression

results can be seen in Table 5.

**Table 5.** Results of multiple linear regression analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.613	1.511		-.406	.687
	Harga	.678	.135	.644	5.029	.000
	Kualitas Makanan	.244	.104	.300	2.343	.023

a. Dependent Variable: Keputusan Pembelian

Based on the results of regression analysis in Table 5, the following equations are obtained:

$$Y = -0,613 + 0,678 (X1) + 0,244 (X2)$$

The regression equation shows a positive relationship between Price (X1) and Food Quality (X2) with Purchasing Decision (Y), meaning that the better the perception of price and quality of food, the purchase decision also increases, on the contrary, the lower the perception of price and quality of food, the purchase decision also decreases.

T test is a statistic test conducted to determine if a partially free variable (individual) affects a bound variable (Prihatini & Edwar, 2016; Puspita & Budiarmo, 2019). The t test is performed by comparing t count with table t. Provided that if t calculate > t table or propabilita < 0.005, then Ho rejected Ha received (significant) according to the results of Table 5.

The t test results for each free variable are as follows:

- Variable Price (X1), calculated t value of 5,029 with a significance level of 0.000. In the online advertising variable states that the significance figure of 0.000 is smaller than 0.005 then Ho is rejected and Ha accepted, which means " there is a significant influence of price variables on the purchase decision in Rocket Chicken Tembelang Jombang.
- Food Quality Variable (X2), calculated t value of 2,343 with a significance level of 0.000. In the online advertising variable states that the significance figure of 0.023 is smaller than 0.005 then Ho is accepted and rejected, which means " there is no significant influence of food quality variables on the purchase decision at Rocket Chicken Tembelang Jombang.

## Discussion

This research was conducted to find out about the influence of variable Price (X1) and Food Quality (X2) on Purchasing Decision (Y) in Rocket Chicken Tembelang Jombang.

- Effect of price variables on purchasing decisions

Based on the test results it appears that the price can increase the purchase decision in Rocket Chicken Jombang. This is based on the response of good respondents regarding the price, especially the price list items that correspond to the price information of products offered Intense competition in the culinary business, especially chicken geprek makes consumers have many alternative options to choose according to their tastes. Every chicken product geprek usually has advantages and disadvantages, just how consumers determine the choice.

Many factors can influence a person's purchase decision, one of which is price. Price is an important thing to be considered by consumers in buying products or services (Anwar & Satrio, 2015). Price is measured by three dimensions, namely: (1) Estimated Price, where the customer's assessment of the price range of a product by looking at the quality of a product, as well as the suitability of customer desire. (2) Conformity of manufacture, where the customer's assessment of the price of the product is seen from the aspect of benefits to be obtained. (3) Price fairness, where the customer's assessment of the price of a product with affordability and price fairness when compared to similar products and different manufacturers (Imaningsih, 2018). This can be proven by previous research examining the relationship between price and purchase decisions. The results of this research are in accordance with the study (Anwar & Satrio, 2015; Elmiliari, 2020; Isfahila et al., 2018; Prihatini & Edwar, 2016; Puspita & Budiarmo, 2019; Wibowo & Karimah, 2012; Wicakso et al., 2017) proves that partially the price has a significant effect on the purchase decision.

- The effect of food quality variables on purchasing decisions

Based on the test results, it appears that the quality of food can improve purchasing decisions in Rocket Chicken Jombang. This is based on the respondent's good response regarding the quality of food,

especially rocket chicken jombang items have appropriate portions, food quality is one of the things that affect the level of customer satisfaction in a restaurant. Food that can make consumers like and happy, consumers will be satisfied it is possible that consumers will visit the place again.

The results of this study are in accordance with research research (Alisan & Sari, 2018; Anwar & Satrio, 2015; Elmiliyasi, 2020; Harsanto & Hidayat, 2017; Imaningsih, 2018; Isfahila et al., 2018; Oktavenia & Ardani, 2018; Puspita & Budiarmo, 2019; Wicakso et al., 2017) proves that product quality has a significant effect on purchasing decisions. Product quality is important in attracting customers. The best product quality will grow rapidly in the long run (Alisan & Sari, 2018). According to (Putra & Arifin, 2017) product quality is a form of action given by the company to win competition in the market by setting a set of meaningful differences in the products or services offered to distinguish the company's products from its competitors' products, so that it can be seen or perceived by consumers that quality products have the added value expected by consumers.

## CONCLUSION

Based on the results of research and discussion, it can be drawn some conclusions where the price has a significant effect on the purchase decision in rocket chicken tembelang jombang, this is evidenced by the calculated t value of 5,029 with a significance level of 0.000. In variable price states that the significance figure of 0.000 is smaller than 0.005 then  $H_0$  is rejected and  $H_a$  accepted, which means " there is a significant influence of variable prices on the purchase decision in rocket chicken tembelang jombang.

The quality of food has a significant effect on the purchase decision in rocket chicken tembelang jombang, this is evidenced by the t count value of 2,343 with a significance level of 0.023. On the variable Food quality states that the significance figure of 0.023 greater than 0.005 then  $H_0$  accepted and  $H_a$  rejected, which means " there is no significant influence of food quality variables on the purchase decision in rocket chicken tembelang jombang. From the research conducted, the company must pay more attention to the price to match the quality, so that the purchase decision will continue to improve and the company must improve the quality of food, especially the taste that suits the consumer's wishes.

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