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Analyzing the Driving Factors of Purchase Intention at Ayam Goreng Nelongso Restaurant: A Quantitative Study on Customer Experience and Price

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ABSTRACT

This research was conducted to analyze and determine the influence of customer experience and price on purchase intention at the Ayam Goreng Nelongso restaurant in Jombang. The study employs a quantitative associative method with a causal approach. This causal associative quantitative research aims to assess the extent of the cause-and-effect relationship between customer experience and price on purchase intention. The population targeted in this study includes all customers of the Ayam Goreng Nelongso restaurant, with a sample size of 100 respondents selected through purposive sampling. Data collected via questionnaires were analyzed using statistical tests processed with SPSS version 22. The results of the T-test conducted on both the customer experience and price variables indicate that each significantly influences customers' purchase intention toward the offerings at Ayam Goreng Nelongso. These findings highlight the importance for the restaurant not only to compete on pricing but also to deliver positive sensory and emotional experiences to maintain customer loyalty. Furthermore, the simultaneous test results demonstrate a significant combined effect of customer experience and price on purchase intention with the F-test showing that the calculated F-value $39.524 > 3.09$. Using a significance level of 0.05, the test yielded a p-value of $0.000 > 0.05$. The findings confirm that a positive customer experience and fair price perception significantly enhance consumers' intention to purchase.

Keywords: Customer Experience, Price, Purchase Intention

INTRODUCTION

The Food & Beverages (F&B) business is a highly dynamic sector. Many restaurants, cafes, and eateries emerge, but quite a few also experience failure. The intense competition in this industry brings both positive and negative impacts, especially for consumers. On one hand, competition encourages business players to continuously innovate by creating unique and distinctive food and beverage menus compared to their competitors. On the other hand, consumers benefit from having a wider variety of dining options. To survive and compete, business players need to set clear targets to develop appropriate strategies to face the competition. In the past, to achieve customer satisfaction that ultimately leads to purchase intention, restaurant owners considered several important factors such as pricing, menu variety, as well as the quality and service provided.

Customer experience is an important aspect that restaurant managers or marketers must pay attention to in order to achieve customer satisfaction and excel in competition. Holloake states that customer experience is related to a company's ability to understand customer expectations regarding the experiences they feel at every touchpoint and at all levels of business relationships. Seddon & Sant add that optimal management of customer experience across all touchpoints is a key factor in creating loyalty, retaining customers, and achieving sustainable financial success. They also emphasize that success in the global market can only be achieved by companies that are able to deliver experiences that meet customer desires (Senjaya et al., 2020). Through the customer experience approach, restaurant managers not only target the rational aspects of customers but also touch their emotional side.

After the company understands the various aspects of the experience that need to be considered, The next step involves considering the prices that align with consumer preferences to enhance customer satisfaction and foster loyalty to the company. One of the eateries that has captured public attention is Ayam Goreng Nelongso, known for its distinctive fried chicken flavor and relaxed dining atmosphere. While numerous studies have confirmed the link between customer experience and purchase intention in major franchise restaurants, there is still limited research exploring how this dynamic applies to

independent local restaurants like Ayam Goreng Nelongso, which operate with limited resources and rely heavily on their local brand image. Customer experience has become a key focus for Ayam Goreng Nelongso's management in maintaining its competitive advantage.

Ayam Goreng Nelongso restaurant, which has been operating for several years, is located in a busy downtown area. Besides serving its main dish of fried chicken, the place also offers a variety of side dishes such as rice, vegetables, and traditional drinks. Despite holding a steady market share, Ayam Goreng Nelongso understands that improving the customer experience is crucial for sustaining and growing customer loyalty. As a result, there is strong consumer demand for food at this restaurant, highlighting the need for management to effectively use their time and resources to identify the factors that shape the customer experience at Ayam Goreng Nelongso.

A favorable customer experience helps sustain strong purchase intentions at Ayam Goreng Nelongso restaurant. This is contributed to the reasonable pricing, which ranges between Rp10,000 and Rp24,500, aligning well with the quality of the products provided. The service delivered to customers is outstanding and fulfills their expectations. As a result, customers stay engaged and are encouraged to revisit and continue buying from Ayam Goreng Nelongso. Consequently, customers remain interested and are motivated to return and make repeat purchases at Ayam Goreng Nelongso.

METHOD

The research utilizes a quantitative associative strategy paired with a causal methodological structure. A causal approach examines the relationship between causes and effects, involving independent variables that exert influence and dependent variables that are affected. In this study, the causal associative approach is used to examine the extent of the cause-and-effect relationship between elements of the marketing mix, specifically customer experience and price, on purchase intention. In this context, customer experience is designated as variable X1, price as variable X2, and purchase intention as variable Y (Andriyanti, 2022). The research data were sourced from primary inputs using survey questionnaires measured on a Likert scale.

One of the eateries that has captured public attention is Ayam Goreng Nelongso, known for its distinctive fried chicken flavor and relaxed dining atmosphere. While numerous studies have confirmed the link between customer experience and purchase intention in major franchise restaurants, there is still limited research exploring how this dynamic applies to independent local restaurants like Ayam Goreng Nelongso, which operate with limited resources and rely heavily on their local brand image. Customer experience has become a key focus for Ayam Goreng Nelongso's management in maintaining its competitive advantage. (Sa'adah, Lailatus, 2021).

The research obtained information through a mix of primary and secondary data sources. Data was gathered by distributing questionnaires. To assess the research instruments, validity and reliability tests were performed using the Likert scale as the measurement tool. The research applied several analytical approaches, including descriptive statistical analysis, classical assumption verification, applying multiple linear regression and conducting hypothesis tests through t-tests and F-tests, as well as analyzing the R² value. The hypotheses in this study were examined through both partial and simultaneous testing in accordance with the established methodology. The hypotheses can be further evaluated through the aid of the chart presented in figure 1.

RESULT AND DISCUSSION

The results highlight the importance for Ayam Goreng Nelongso not only to compete on pricing but also to create positive sensory and emotional experiences in order to sustain customer loyalty. The indicators of Sense, Think, Act, Feel, and Relate serve as operational dimensions to assess the extent to which customer experience influences purchase intention at Ayam Goreng Nelongso.

This research employs IBM SPSS version 26.0 for Windows as the analytical tool to examine how Customer Experience and Price influence Purchase Intention at the Ayam Goreng Nelongso restaurant. The study implements a range of statistical methods, including descriptive analysis, the study involved testing classical assumptions, applying multiple linear regression techniques, executing hypothesis testing with t-tests and F-tests, and examining the coefficient of determination (R²). The research findings indicate that customer experience and price have an influence on purchase intention at Ayam Goreng Nelongso, as shown by the statistical calculation (F-test), where the calculated F-value is greater than the F-table value. This result is based on a significance level or p-value of 0.05.

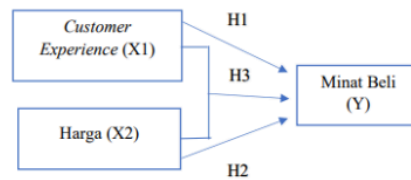


Figure 1. Hypothesis Diagram

Result

Table 1. Multiple Linear Regression Test

Model	Coefficients		T	Sig.
	Unstandardized Coefficients			
	B	Std. Error		
(Constant)	10.096	4.223	2.391	.019
Customer Experience	.456	.093	4.917	.000
Price	.353	.150	2.362	.020

The outcomes obtained from the linear regression analysis are presented as follows:

$$Y = 10.096 + 0.456 X1 + 0.353 X2$$

From the results generated by the regression equation, the following insights can be inferred:

1. The intercept (α) value of 10.096 signifies that when both Customer Experience and Price are zero, the baseline Purchase Intention at Ayam Goreng Nelongso restaurant stands at 10.096.
2. The coefficient for Customer Experience, which is 0.456, implies that for every unit increase in customer experience while other variables remain unchanged Purchase Intention will increase accordingly.
3. The coefficient for Price, recorded at 0.353, shows that an improved perception of pricing, assuming other factors are constant, is expected to positively influence and increase Purchase Intention.

Hypothesis Test Results

T-Test (Partial) Results

According to the partial T-test findings, Customer experience obtained a T-score of 4.917 with a p-value of 0.000, while the Price variable demonstrated a T-value of 2.362 with a significance of 0.020. Because the T-score for Customer Experience (4.917) exceeds the critical threshold of 1.984, the null hypothesis (H_0) is dismissed in support of the alternative hypothesis (H_a). Similarly, with the Price variable's T-value of 2.362 exceeding the critical value and a p-value under 0.05, the null hypothesis is again rejected in favor of the alternative hypothesis. Therefore, it can be inferred that both Customer Experience and Price have significant and independent influences on Purchase Intention.

F-Test (ANOVA) Results

The analysis results show that the computed F-statistic of 39.524 exceeds the critical F-value of 3.09. The obtained p-value of 0.000, which falls beneath the 0.05 significance level, validates the hypothesis that Customer Experience (X1) and Price (X2) significantly impact Purchase Intention at Ayam Goreng Nelongso.

Table 2. F-Test (ANOVA)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1919.978	2	959.989	39.524	.000
Residual	2355.982	97	24.288		
Total	4275.960	99			

Table 3. Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.438	4.928

Results of the Determination Coefficient Test (R^2)

The coefficient of determination (R^2) at 0.449 shows that Customer Experience and Price together account for 44.9% of the fluctuations in Purchase Intention at Ayam Goreng Nelongso. A total of 55.1% of the changes in Purchase Intention are due to other variables not examined or accounted for in this study.

Discussion

The Impact of Customer Experience on Consumers' Purchase Intention at Ayam Goreng Nelongso Restaurant in Jombang

The findings from the partial T-test regarding the Customer Experience variable revealed a t-score of 4.917, which surpasses the critical threshold of 1.660. The results of the analysis produce a p-value of 0.000, which is well below the 0.05 threshold for significance. This outcome demonstrates that Customer Experience (X_1) significantly influences Purchase Intention (Y) at Ayam Goreng Nelongso. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. Drawing from the responses of 100 participants, 26% strongly agreed, 69% agreed, and 5% were neutral about the Customer Experience variable. When assessed through indicators such as sensory perception (Sense), cognitive response (Think), behavior (Act), emotions (Feel), and social interaction (Relate), the majority of participants 69%, or 69 respondents expressed agreement. (Sa'adah, Lailatus, 2023)

The Effect of Price on Purchase Intention at Ayam Goreng Nelongso Restaurant in Jombang

The partial T-test results for the Price variable showed a t-value of 2.362, which is higher than the critical t-value of 1.660, with a significance level of 0.020 below the 0.05 threshold. This signifies that Price (X_2) has a meaningful impact on Purchase Intention (Y) at Ayam Goreng Nelongso restaurant. As a result, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating that Price influences customers' buying intentions. According to responses from 100 participants, 42% strongly agreed, 57% agreed, and 1% remained neutral regarding the Price variable. When assessed through factors such as price affordability, perceived value for quality, and price competitiveness, the majority of respondents 57%, or 57 individuals expressed agreement. (Sa'adah, Lailatus, 2023)

The Impact of Customer Experience and Price on Consumer Purchase Decisions at Ayam Goreng Nelongso in Jombang

The study's results reveal that Customer Experience and Price jointly exert a meaningful influence on consumers' Purchase Intention at Ayam Goreng Nelongso restaurant. The F-test returned a value of 39.524, which is higher than the critical p-value of 3.09, while the associated p-value is considerably lower than 0.05, the data support the hypothesis that the interaction of Customer Experience and Price impacts Purchase Intention at the restaurant. (Sa'adah, Lailatus, 2023)

CONCLUSIONS

From the research findings and analysis concerning the effect of Customer Experience and Price on consumers' intention to purchase at Ayam Goreng Nelongso, the following conclusions are derived:

1. The partial T-test conducted on the customer experience variable yielded a t-value of 4.917 which exceeds the t-table value. With a significance level (p-value) of 0.000, which is below 0.05, it can be concluded that customer experience has a significant and positive effect on purchase intention at Ayam Goreng Nelongso.
2. The partial T-test conducted on the price variable produced a t-value of 2.362, which is greater than the t-table value. With a significance level (p-value) of 0.020, which is less than 0.05, it can be concluded that price has a significant influence on purchase intention at Ayam Goreng Nelongso.
3. The simultaneous test results show that, based on statistical calculations (F-test), the obtained F-value is 39.524, which is greater than the F-table value of 3.09. Using a significance threshold or p-value of 0.05, the resulting p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that customer experience and price have a significant and positive effect on purchase intention at Ayam Goreng Nelongso.

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