Determinant Factor of Consumers' Decision Relating to The Purchase of Selection Food Shop

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Abstract. *Consumers' purchasing decision of a product or service can be affected by several factors. In this research there are 5 factors: product, employee service, culture, price and psychological. The purpose of this study is to determine whether these 5 factors are the factor considered by the customers in purchasing products in the selection food shop (Mie Setan). This research uses quantitative approach with 100 respondents as sample. They were obtained with incidental sampling technique. Data were obtained by using questionnaire instrument. Meanwhile, the technique of data analysis used confirmatory factor analysis. The result show that the most determinant Factor of consumers' decision purchasing is the product.*

Keywords: Consumer' Decision, Confirmatory Factor Analysis, Culinary

Abstrak. Keputusan pembelian konsumen terhadap suatu produk atau jasa dapat dipengaruhi oleh beberapa faktor. Dalam penelitian ini terdapat 5 faktor yaitu produk, pelayanan karyawan, budaya, harga dan psikologis. Tujuan dari penelitian ini adalah untuk mengetahui apakah 5 faktor tersebut merupakan faktor yang dipertimbangkan oleh pelanggan dalam membeli produk di toko makanan pilihan (Mie Setan). Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden. Mereka diperoleh dengan teknik sampling insidental. Data diperoleh dengan menggunakan instrumen kuesioner. Sedangkan teknik analisis data menggunakan analisis faktor konfirmatori. Hasil penelitian menunjukkan bahwa faktor yang paling menentukan keputusan pembelian konsumen adalah produk.

Kata kunci: Keputusan Konsumen, Analisis Faktor Konfirmatori, Kuliner

1. BACKGROUND

The tourism industry is one of the major sources of state revenues in the fourth position after oil, coal and palm oil (Yahya, A 2016: 5). The aspects covered in the tourism industry include: restaurants, lodging, travel services, transportation, development of tourist destinations, recreational facilities and tourist attractions (Kusmayadi, 2000: 6-8). Lots of types of tourist products, such as marine tourism, ecotourism, adventure tourism, MICE tourism (MICE & event tourism), sports tourism, integrated tourism object, city and village tours, cultural and historical tours and shopping and culinary tours (Ratman, D, 2016: 19).

One area that has a lot of culinary diversity is East Java (koran-sindo.com). The economy of East Java in the second quarter of 2015 grew quite high around 7.15%, especially in the field of business of providing food and beverage accommodation, including restaurants (ekonomibisnis.suarasurabaya.net: 2015). With the increase of this economy culinary entrepreneurs responded as a market potential. Chairman of the Association of Indonesian Culinary and Restaurant Entrepreneurs East Java said that the growth of culinary business in Malang and surrounding areas can not be separated from the position of this region that became the center of education and tourism. "This condition has had a positive impact on the culinary business, which has proved that the restaurant and café business both locally and other big cities are intensifying expansion in this city, indicating that the market is good," (Kabarbisnis.com: 2012). And one of the culinary tour in East Java especially Malang City is known as Mie Setan, "Devil Noodle" in English.

2. LITERATURE REVIEW

According to Kivela, J (1997: 117) some of these following items are regarded as the main variables in the selection of purchase in all restaurants namely location, type of food, atmosphere, competent staff, food quality, food costs, comfort levels, menu items, Speed of service, prestige, staff friendliness, new experiences, and quick handling of complaints. Other factors that influence consumers in purchasing to the restaurants include quality and taste of food, hygiene, physical environment, employee cooperation, an appropriate environment for family meetings, fast service, price, brand image, consumer personal, food availability, and Priority treatment (Azim, A, et al, 2014: 1009).

Food products that become indicators of measurement are the taste, ingredients, menu variants, and healthy menu choices (Sulek and Hensley, 2004; Namkung and Jang, 2007). Taste is as important as quality, followed by price, appearance and availability (Dahm, Samonte & Shows 2009) in Chen (2012: 34). Josiam and Monteiro (2004: 23) stated that only foods and ingredients play an important role for consumers when choosing a restaurant. Variations involve the number or variety of different menu items. The restaurant is constantly developing new menus to attract visitors, and many restaurant owners have created a wide variety of different foods and beverages to attract customers. Appearance, freshness and taste, is important for all respondents in deciding on a

restaurant purchase decision. Appearance refers to how attractive the food is decorated. (Namkung and Jang, 2007: 393).

Culture is the basic determinant of one's desire and behavior (Kotler, 2009: 166). Motivation is the energy force that causes behavior to meets the needs of customers because the consumer's satisfaction is the focus of the marketing concept, marketers are trying to arouse this need (Berkowitz, et al., 1989: 96). Each culture consists of several smaller sub-cultures that provide more specific identification and socialization to their members. Subcultures include nationality, religion, racial groups, and geographical areas (Kotler, 2009: 166). The larger subgroups, or national, cultures with unique values, ideas, and attitudes are referred to as subcultures (Berkowitz, et al, 1989: 108).

The restaurant offers food and service. Then customers in a restaurant not only experience the taste of food but also experience service meetings during their meal. The ability of service personnel in communicating with consumers without difficulty is important (Ramanathan, R, et al, 2016: 472). Consumers generally expect restaurant employees to be attentive, courteous and have a good knowledge of the menu (Pratten, 2003: 832).

Kotler (2009: 173) states that emotions and attitudes underlie behavior toward brand and purchasing situations. Experience can change one's behavior. Ha and Jang (2013: 401) show that customers hope the dining experience promotes a good mood. The interaction between service providers and customers is also influenced by customer emotions or in other words influenced by the psychological customers. Products and services are usually associated with emotional responses. Thus, customers pursue emotional value through the service of the staff to eat.

Price is one of the marketing mix that can influence purchasing decisions. Sagala, et al (2014: 5) states in his research that prices affect consumer purchase decisions at fast food restaurants.

3. METHODOLOGY

This research uses quantitative approach. The population of this research is all the customers of selection food shop (Mie Setan) who have made minimum purchases, twice. The sample of 100 respondents were obtained with incidental sampling technique. Data were obtained by using questionnaire instrument and the technique of data analysis used confirmatory factor analysis.

4. RESULTS AND DISSCUSSION

This food shop has been established since 2011 and now has several branches spreading in Malang, Gresik, Surabaya, Jember, Denpasar Bali, Gianyar Bali, Lamongan, Sidoarjo, and plans to open the next branch in Kediri and Jogja. They serves special food in the form of noodles with spicy flavor with a certain level of spiciness, so that consumers can order according to their tastes and this product is given a unique name of the devil noodles. This food shop do not just sale food, they also have drink which had given a unique name, namely the names of demons / ghosts from Indonesia.

Based on the questionnaire, female respondents are more dominant than men (with range aged between 21 to 25). The amount of unmarried respondents is 84, this is because of the majority of the respondents are student. Revenue per month of most respondents is still not earning, they still depend on their parents. Although the status of most respondents are students, some of them have already their own income from work, such as part time and other work which they do not totally depend on their parent.

Based on the results of the study, the large KMO is 0.826, then the analysis of the factor is appropriate for use (empirically the magnitude of KMO is at least 0.5.). The value of its significance is 0.00, which is the number <0.05, then indicates the correlation between variables. The value of MSA (Measure of Sampling Adequacy) for each item above 0.5, then it can be done for the next factor analysis.

To determine the number of factors formed, the use of "Determination Based on Eigenvalue", where only the factor that has an eigenvalue greater than 1.00 is used. The results showed that all components of eigenvalue were greater than 1. Factor 1 was able to explain the variation of 38.683%, factor 2 was able to explain the variation of 11.451%, factor 3 was able to explain the variation of 8.536%, factor 4 was able to explain the variation of 7,797% and factor 5 able to explain the variation of 7 313% or the five factors are able to explain the variation of 73.779%. This means that product, culture, employee service, psychological and price are the factors that considered by customers in purchasing products.

4.1 Product

Product is the first factor with an eigenvalue of 5,416. The items in the product factor are unique and tasty with the loading factor of 0.820, the menu variation with the loading factor of 0.780, the appearance of food and beverage with the loading factor of 0.716, and the healthy menu choices with the loading factor of 0.589. Product is the dominant factor that customers consider in buying a product in this selection shop.

4.2 Employee Services

The second factor is the employee service with an eigenvalue of 1,603. The quality of service delivered by staff is a factor that also has an important impact. The items in the employee service factor are employees paying attention to personal needs (ex: ashtrays for smoking) with a loading factor of 0.817, employees are polite and have good interpersonal skills with factor loading of 0.758, competent employees and have a good knowledge of the menu with factor loading of 0.708.

4.3 Culture

The third factor that customers consider in this selection shop is culture with an eigenvalue of 1,195. The items within the cultural factor is a different cultural experience with a loading factor of 0.885, and gives the impression of being in a certain country with a loading factor of 0.753. The greatest item is a different cultural experience. Culture can be formed by the community. The culture of eating that is formed at this time in Malang City is almost all society or community, especially in adolescence until adult like food with spicy flavor this is proved by the number of customers in this selection shop who are at that age.

4.4 Price

The fourth is the price with an eigenvalue of 1,092. The item in the price factor is the affordable price with loading factor of 0.897 and satisfied with the price with the loading factor of 0.796, in other words the price is in accordance with the quality given. The biggest item is the affordable price. Prices in this selection food shop are around Rp. 10,000. This shows that the price is affordable and in accordance with its segmentation of students.

4.5 Psychological

The last factor is psychological with an eigenvalue of 1,024. The items in the psychological factor is a different dining experience with a loading factor of 0.855, and a good value of the money spent with a loading factor of 0.783. The biggest item is a different dining experience. Personality and self-concept have a role in purchasing decisions.

5. CONCLUSION

Product, employee services, culture, price and psychological are the factors that customers consider and the most determinant factor of consumers' decision purchasing is the product.

From the results of the analysis in this study, the smallest item is a healthy menu with a loading factor of 0.589. The suggestion that can be given to this selection food shop management is that they should add/make a healthy menu (maybe menu for vegetarians) such as vegetarian noodles, fruit salad/vegetables.

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