Analysis Of Factor Influencing Consumer Buying Interest At Pizza Hut Restaurant Jember

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ABSTRACT

This study aims to determine the effect of product quality, price, sales promotion, and word of mouth on consumer buying interest at Pizza Hut restaurant - Jember. The population in this study were consumers (general public) who had consumed food or drinks from the Jember pizza hut restaurant . while the sample was taken by purposive sampling. The number of samples taken was 90 people. The analytical method used is Multiple Linear Regression. Data analysis begins with validity, reliability and classical assumption tests. Test the hypothesis using the t test and F test. The results show that partially product quality, sales promotion and word of mouth have a significant effect. While the price has no significant effect. Simultaneously all variables of product quality, price, sales promotion influence consumer buying interest.

Keywords : Product Quality, Price, Sales Promotion, Word of Mouth and Buying Interest.

1. INTRODUCTION

The food or restaurant business is one of the businesses that is in great demand by the public. The restaurant business has good prospects in urban areas, especially in the city of Jember, for several reasons including population growth, the number of offices, both government and private agencies. The condition of increasingly high competition between companies, especially for fast food restaurants, causes each company to compete with each other to determine the right strategy to market its superior products. One of the existing food businesses is the Pizza Hut restaurant. Currently, the number of Pizza Hut restaurants in Indonesia has reached 200 restaurants spread across 22 provinces and several cities, one of which is in Jember. Pizza Hut restaurants in the city of Jember need the right marketing strategy to maintain and improve their business along with the many new competitors.

Purchase intention according to Fitriah (2018) creates something that can be recorded in the minds of consumers and then makes it a very strong desire by way of motivation.Product quality in the food supply industry is an important aspect that consumers need to pay attention to when buying a product.Product quality according to Nasution (2005) is a dynamic condition related to products, people or labor, processes and tasks, and the environment that meets or exceeds consumer expectations.

Price is also an important variable in attracting consumers to make purchases. Price is said to be able to influence consumers in making decisions to buy products or services. Price is often the initial consideration for consumers in buying a product or service. Prices must be set properly and precisely so that consumers are interested and want to buy the products offered. This statement is relevant to the results of research from Dwi Prisca, et al (2020) which concluded that price has a significant effect on consumer buying interest.

Sales promotion is part of promotion, which is a form of marketing communication or marketing activity that seeks to disseminate information, influence, persuade and/or increase the target market for the company and its products so that consumers are willing to accept, buy and be loyal to the products offered by the company. concerned Tjiptono (2008). Sales promotion seems to be an effective strategy in attracting new customers and retaining old customers. This is in accordance with the research conclusions of Prayogi dan Aulia Januar Malik (2022), Harfania fedika (2018) who concluded that sales promotions affect consumer buying interest.

Word Of Mouth (WOM), word of mouth promotion is a natural thing for consumers to do. Providing information by word of mouth to other consumers will facilitate the spread of information about the products to be sold, Ali Hasan (2010). Word of Mouth occurs when consumers are satisfied or dissatisfied with a product, and tell others about it. Word Of Mouth can have a positive effect on business people

Buying interest is obtained from a learning process and a thought process that forms a perception. Purchase intention is a process of making choices by integrating a product/service and combining it with knowledge to evaluate it. The research was conducted at a pizza hut restaurant located in the city of Jember, taking the theme of the influence of product quality, price, sales promotion and word of mouth (WOM) on consumer buying interest.

The formulation of the problem in this study is: does product quality, price, sales promotion and word of mouth affect consumer buying interest either partially or simultaneously. The purpose of this research is to know and analyze the influence of product quality, price, sales promotion and word of mouth (WOM) variables on consumer buying interest either partially or simultaneously.

2. METHOD

The research was conducted at the Pizza Hut restaurant in the city of Jember which is on Jalan PB Sudirman No.7, Pagah, Jember Lor, Kec. Patrang, Jember Regency, East Java. The population in this study are consumers (general public) who have consumed food or drinks from the pizza hut variant of the Jember restaurant. While the sample refers to the opinion of:

Ferdinan (2002) states that the guideline for sample size depends on the number of indicators multiplied by 5 to 10. The total indicators are 18 so that the sample taken is 90 people

In this study the sampling technique used was purposive sampling with the following criteria:
1. Respondents have purchased at least 2x products from the Jember restaurant Pizza Hut menu, at least 16 years old.
2. Respondents are the general public who have consumed and made purchases from the pizza hut restaurant menu – Jember

The variables in this study consist of the independent variable and the dependent variable. The independent variables are product quality, price, sales promotion, word of mouth. The dependent variable is consumer buying interest. The data analysis method used is multiple linear regression with hypothesis testing t-test and F-test. Instrument tests for validity and reliability test data as well as classical assumption tests are carried out first.

3. RESULT AND DISCUSSION

The number of respondents in this study was 90 people consisting of 53 people aged between 16 to 25 years, 28 people aged between 26 to 35 years and 9 people aged between 36 to 45 years. In terms of gender, there were 37 male and 53 female

Table 1 Characteristics of respondents by age

No	Age	Number of Respondent
1	16 - 25 years	53
2	26 – 35 years	28
3	36- 45 years	9
	Total	90

Table 2 Characteristics of respondents based on gender

No	Gender	Number of Respondent
1	Male	37
2	Female	53
	Total	90

Description of Research variables:

Table 3 Description of respondents' answers to product quality

Indicator	5	%	4	%	3	%	2	%	1	%	Total
X1.1	22	24,4	53	58,9	14	15,6	1	1,1	0	0	100
X1.2	19	21,1	49	54,4	18	20,0	4	4,4	0	0	100
X1.3	19	21,1	46	51,1	23	25,6	2	2,2	0	0	100
X1.4	30	33,3	43	47,8	16	17,8	1	1,1	0	0	100

Source: primary data processed

From the product quality variable, it can be concluded that the respondent's answers in each indicator are dominant in the answers agree, this can be interpreted that most of the opinion is the same that pizza products at pizza hut restaurants - Jember have good quality

Table 4 price variable description

Indicator	5	%	4	%	3	%	2	%	1	%	Total
X1.1	23	25,6	42	46,7	21	23,3	4	4,4	0	0	100
X1.2	30	33,3	46	51,1	12	13,3	2	2,2	0	0	100
X1.3	15	16,7	41	45,6	24	26,7	9	10	1	1,1	100
X1.4	18	20	49	54,4	21	23,3	2	2,2	0	0	100

Source: primary data processed

From the price variable, it can be concluded that the respondent's answers in each indicator are dominant in the answer to agree, this can be interpreted that most are of the same opinion that the price is affordable and also in accordance with the quality of the product.

Indicator	5	%	4	%	3	%	2	%	1	%	Total
X1.1	32	35,6	37	41,1	17	18,9	4	4,4	0	0	100
X1.2	23	25,6	47	52,2	19	21,1	1	1,1	0	0	100
X1.3	36	40	46	51,1	7	7,8	1	1,1	0	0	100

From the sales promotion variable, it can be interpreted that the respondents' answers in each dominant indicator in the answers agree, this can be interpreted that most of the opinions are the same, that the respondents like the method of sales promotion used.

Table 7 Word oh Mouth variable description

Indikator	5	%	4	%	3	%	2	%	1	%	Total
X1.1	29	32,2	44	48,9	15	16,7	2	2,2	0	0	100
X1.2	17	18,9	43	47,8	18	20	9	10	3	3,3	100
X1.3	17	18,9	39	43,3	27	30	6	6,7	1	1,1	100

Sources : primary data processed

From the word of mouth variable, it can be concluded that the respondents' answers in each indicator are dominant in the answers agree, this can be interpreted that the majority. Most of them are of the same opinion that word of mouth variables play an important role in encouraging buying interest.

Table 8 Table 8 Description of buying interest variable

Indikator	5	%	4	%	3	%	2	%	1	%	Total
Y1	20	22.2	52	57.8	16	17.8	2	2.2	0	0	100
Y2	30	33.3	48	53.3	10	11.1	2	2.2	0	0	100
Y3	38	42.2	44	48.9	6	6,7	1	1.1	1	1,1	100
Y4	17	18.9	39	43.3	27	30	6	6.7	1	1.1	100

Source ; primary data is processed

From the buying interest variable, it can be concluded that the respondent's answer in each indicator is dominant in the agree answer.

The results of the validity test and reliability test

The validity and reliability tests show that the existing questionnaires are valid and reliable. The test results will appear in the table below

Table 9 validity test results

Variabel	indicator	r-account	r-table	Information
Product Quality (X1)	X1.1	0. 787	0.207	valid
	X1.2	0.720	0.207	valid
	X1.3	0.784	0.207	valid
	X1.4	0.731	0.207	valid
Price (X2)	X2.1	0.783	0.207	valid
	X2.2	0.797	0.207	valid
	X2.3	0.813	0.207	valid
	X2.4	0.723	0.207	valid
Sales Promotion (X3)	X3.1	0.808	0.207	valid
	X3.2	0.781	0.207	valid
	X3.3	0.811	0.207	valid
Word of mouth (X4)	X1.1	0.723	0.207	valid
	X1.2	0.837	0.207	valid
	X1.3	0.865	0.207	valid
buying interest (Y)	Y1	0.826	0.207	valid

Variabel	indicator	r-account	r-table	Information
	Y2.	0.767	0.207	valid
	Y.3	0.742	0.207	valid

source : primary data is processed

From the table above it can be concluded that all validity test results on all indicators are valid. For the reliability test value, the Cronbach Alpha value was 0.918. This means that all indicators are reliable. For the classic assumption test that was carried out there were the following results: 'For the normality test, from the results of the normality test the Asymp sig value was greater than 0.05, still in the normal distribution category. For heteroscedasticity, heteroscedasticity does not occur because the probability value is greater than 0.05. For muticolinieitas there is no multicollinearity

Multiple Linear Regression Analysis

From the results of existing data processing, the Multiple Linear Regression equation is obtained as follows:

$Y = -104 + 0.186X1 + 008X2 + 0.480X3 + 0.524X3$

From the above equation can be explained as follows:

The constant value is -104, which means that if product quality, price, sales promotion, and WOM are equal to 0, then consumer buying interest will decrease. The regression coefficient value of the Product Quality variable (X1) has a positive value of 0.186, which means it has a positive effect on consumer buying interest. The regression coefficient value of the price variable (X2) has a positive value of 0.084, meaning that it has a positive effect on consumer buying interest.

The regression coefficient value of the Sales promotion variable (X3) has a positive value of 0.480, which means it has a positive effect on consumer buying interest. The regression coefficient value of the WOM variable (X4) has a positive value of 0.524, which means it has a positive effect on consumer buying interest

To test the hypothesis, the results are as follows:

Table 10 Hypothesis test results t test

Variable	sig	t account	t table	information
X1 has an effect Y Product Quality affect consumer buying interest	0.028	2.239	1.988	significant
X2 has an effect Y Price affect consumer buying interest	0.203	1.283	1.988	no significant
X3 has an effect Y Sales Promotion affect consumer buying interest	0.000	5.004	1.988	significant
X4 has an effect Y Word of Mouth affect consumer buying interest	0.000	8.209	1.988	significant

Source: primary data processed

From table 10 it can be seen that the calculated t value for product quality (X1) is 2.239 while the t table value is 1.988. The value of t count > from the value of t table and a significance value of 0.028 this value is <0.05, it can be concluded that product quality (X1) partially influences purchase intention (Y).

For the price variable (X2) the t count value is 1.283 and the t table value is 1.988. the calculated t value < from the t table value and a significance value of 0.203, where this value is > than 0.05, the conclusion is that price (X2) partially has no significant effect on buying interest (Y).

For the sales promotion variable (X3) the t value for sales promotion (X3) is 2.239 and the t table value is 1.98. The value of t count > from the t table value of 1.988 and a significance value of 0.000, this value < 0.05, it can be concluded that sales promotion (X3) partially influences purchase intention (Y).

The word of mouth variable has a calculated t value of 8.209, this value is > from the t table of 1.988. a significance value of 0.000, it can Table 11 Hypothesis test results Test F.

Table 11 Hypothesis test results Test F

Variabel	sig	F - acount	F table	information
X1,X2, X3,X4 have an effect Y Product Quality, Price, Sales Promotion, Word of Mouth affect consumer buying interest	0.000	81.863	2.48	significant

Source:primary data proccesed

be concluded that word of mouth (X3) partially has a significant effect on buying interest (Y)

In Table 11 it can be seen that the obtained value of F-count > F-table is 81.653 > 2.48 and a significance value of 0.000 <0.05. Which means the independent variables (Product Quality, Advertising, Sales Promotion and Word Of Mouth) simultaneously have a positive and significant effect on the dependent variable (Consumer Purchase Intention).

From the results of the analysis above can be explained as follows:

a. The effect of product quality (X1) on consumer buying interest (Y)

Based on the analysis of partial test data, the results show that product quality has a significant effect on consumer buying interest. This conclusion is seen from the results of the analysis, namely the significance value of 0.028 <0.005 and the t-count value of 2.239> 1.98 (t table). This conclusion can be interpreted that the Jember Pizza Hut restaurant has provided products with a taste that consumers like, hygienic, and a varied product menu choice. These results are in accordance with research from Harfania Fedika (2018),Zainudin (2018), Galieno ,et al (2021)

b. The effect of price (X2) on consumer buying interest (Y)

Based on the analysis of partial test data, the result is that the t count is 1.283. This value is greater than the table value with a significance value of 0.203 greater than 0.05 . The conclusion can be drawn that the price has no significant effect on buying interest. The existing prices are acceptable to consumers, because the prices are still affordable and in accordance with the quality and taste of the pizza being sold. These results are consistent with research by), Putri Aryunita Ratnawati, et al (2021), Muniarty Puji, et al (2021), Dwi Prisca et al (2020).

c. The Influence of Sales Promotion (X3) on Buying Interest (Y)

Based on the analysis of partial test data, the results show that sales promotion has a significant effect on consumer buying interest. This conclusion is seen from the results of the analysis, namely the significance value of 0.000 <0.005 and the t-count value of 5.004> 1.98 (t table). This conclusion can be interpreted that the sales promotion carried out is acceptable and consumers like it. These results are in accordance with research from Harfania Fedika(2018), Prayogi and Aulia Januar Malik (2022)

d. The Influence of Word Of Mouth (X4)) on Purchase Intention (Y)

Based on the analysis of partial test data, it was found that word of mouth has a significant effect on consumer buying interest. This conclusion is seen from the results of the analysis, namely the significance value of 0.000 <0.005 and the t-count value of 8.209> 1.98 (t table). This conclusion can be interpreted that consumers know and are interested in buying pizza hut restaurant products – Jember mostly through word of mouth. These results are in accordance with research from Nurvidiana Rahma, et al (2015), cahya Finta Putri (2016), Putri Aryunika Retnani ,et al (2021)

e. The Influence of Product Quality, Price, Sales Promotion, Word of Mouth on Consumer Purchase Interest.

Based on the simultaneous data analysis, the results obtained were a significance value of 0.000 and a calculated F value of 81.653 > 2.48 (F table). The conclusion means that together the variables of product quality, price, sales promotion and word of mouth have a significant effect on consumer buying interest.

4. CONCLUSION

The conclusion that can be drawn in this study is that partially product quality, sales promotion and word of mouth have a significant effect on consumer buying interest at Pizza Hut restaurant Jember. While the price has no significant effect. Simultaneously all variables of price quality, price, sales promotion and word of mouth affect the dependent variable.

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