



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 2 Tahun 2023 Page 13642-13652

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

The Influence Of Brand Quality, Store Environment, Perceived Value, On Purchase Decision Of Donuts & Coffee Restaurant Consumers In Jakarta

Nihla Samia^{1✉}, Mutiara Fatihah², Willy Arafah³

Faculty of Economy and Business Trisakti University, Jakarta, Indonesia

Email: nihlasamia2@gmail.com^{1✉}

Abstract

The purpose of this research was to check out the impact of brand quality, store environment, perceived value on purchasing decisions at Donuts restaurant consumers. This analysis methodology uses quantitative primary data, the test phase did is validity and reliability tests 100 respondents completed a questionnaire that was used to collect the study's valid data. The sampling method was non-probability sampling with purposive sampling technique. The checking tools used are SPSS version 25 and AMOS Structural Equation Modeling. The results show that brand quality has no significant positive effect on purchase decision. The results also show that the store environment has no significant positive effect on purchase decision. The findings also reveal that perceived value has significant positive impact on purchase decision. The findings contribute to a recognizing of the importance of influencing factors on Donuts & Coffee consumer purchasing decisions.

Keywords: Brand quality, Store environment, Perceived value, Purchase decision.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas merek, lingkungan toko, nilai persepsi terhadap keputusan pembelian pada konsumen restoran Donuts. Metodologi analisis ini menggunakan data primer kuantitatif, tahap uji yang dilakukan adalah uji validitas dan reliabilitas 100 responden mengisi kuesioner yang digunakan untuk mengumpulkan data valid penelitian. Metode pengambilan sampel adalah non-probability sampling dengan teknik purposive sampling. Alat pengecekan yang digunakan adalah SPSS versi 25 dan AMOS Structural Equation Modeling. Hasil penelitian menunjukkan bahwa kualitas merek berpengaruh positif tidak signifikan terhadap keputusan pembelian. Hasil penelitian juga menunjukkan bahwa store environment berpengaruh positif tidak signifikan terhadap keputusan pembelian. Temuan juga mengungkapkan bahwa nilai yang dirasakan memiliki dampak positif yang signifikan terhadap keputusan pembelian. Temuan berkontribusi pada pengakuan pentingnya faktor-faktor yang mempengaruhi keputusan pembelian konsumen Donat & Kopi.

Kata Kunci: *Kualitas Merek, Lingkungan Toko, Persepsi Nilai, Keputusan Pembelian.*

INTRODUCTION

The rapid development of the business world at this time requires food and beverage businesses to continue to innovate and differentiate their products to beat their competitors. This relates to marketing where marketing is one of the most important parts for companies by providing product information whose purpose is to satisfy consumer desires, especially goods and service companies (Kotler and Keller, 2016).

From ekipa.co.id article (2022) The business world is expanding quickly, especially in the food and beverage industry. This significantly reduces trade competition, forcing businesspeople to develop marketing strategies that are new and distinctive from those of their rivals in order to survive in the marketplace.

Businessmen must produce good performance to increase business profitability so that business continuity is maintained. Both internal and external factors have an impact on business continuity. External factors that are considered to have a significant impact on the profits of a business are the presence of competitors (Freeman, 2005). The article published by (Bps.co.id, 2022) explains that the food and beverage business industry has great opportunities to develop in Indonesia. Because it directly relates to addressing society's fundamental needs. Globalization has an impact on people's habits that lead to practical things, which in turn drives market demand and lifestyle changes. One of them is the habit of eating fast food. Phenomenon inherent in everyday life is the purchase of a

product. Behavior where consumers can choose a product according to their needs and desires and can change over time. As explained regarding consumer behavior by (Peter and Olson, 2011), namely consumer behavior is dynamic. This means that a consumer is always changing and moving all the time.

The Kompas.com article (2022) states Consumer behavior has a significant impact on the decision-making process for purchases. Indeed the process is part of the problem solving process as an effort to fulfill the desires or demands of consumers. In an effort to create consumer purchasing decisions, the marketer's task is to understand what happens to consumers. Starting from the existence of external stimuli, namely the company, until the emergence of consumer purchasing decisions. In this case, there are two factors that arise between purchase intentions and decisions, namely the attitudes of other people and situations that are not expected to occur. After deciding to buy a product, consumers will experience several levels of satisfaction or dissatisfaction.

Previous research from (Inoni, 2022), this researcher explained from a sociodemographic point of view the concept of factors in purchasing decisions. The factors that influence purchasing decisions for food and beverage restaurants at Donuts & Coffee restaurants in Indonesia today, there are four factors that influence consumer buying decision behavior, namely cultural, social, personal and psychological (Kotler, 2009). The existence of brand quality, one of the key assets in business that a businessman must take into consideration because it will have a positive or negative impact on the assessment of the product quality provided by the company to corporate consumers, is example of many factors that impacting purchase decisions (Tjipto, 2004). The impression of the product will usually influence someone to purchase a thing or service. If the impression of the product is good, usually a consumer will decide to buy the product and will repurchase the product, or even recommend the product they are trying to their relatives or social environment.

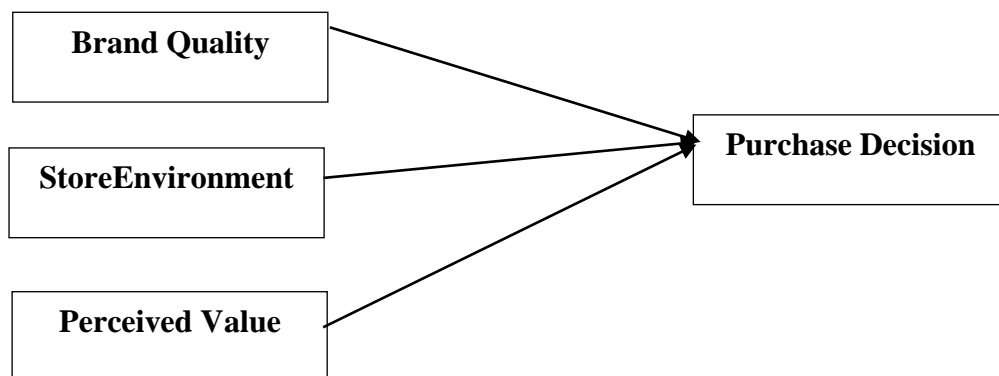
The next factor is the Store Environment (store atmosphere) as one of the most important parts in building an offline Store business in that it can influence the consumer buying decision process. When making a purchase, consumers pay attention not only to the physical goods offered by the seller, but also to the buying environment that provides comfort for consumers, so that consumers choose the preferred store and make a purchase decision. Even so, knowing and understanding the atmosphere of a store is not easy because the atmosphere of a store is a combination of emotional things. Store atmosphere according to Christina Whidya Utami (2013; 238) is environmental design through visual communication, lighting, color, music,

The next factor is Perceived value as important, because for the success of the relationship between buyers and sellers (Lemon et al., 2001), or the advantages gained and the efforts made. In the context of restaurant food and beverages, functional benefits can be felt by consumers through the taste of food and drinks provided, as well as the unique appearance of the food and drinks served. The convenience and service perceived by consumers when purchasing practices can also affect perceived value. Value includes 3 main factors: (1) quality, (2) price, and (3) convenience (Lemon et al., 2001). Perceived quality is seen as the quality of the product.

Price is a financial trade-off, convenience (effort and time saved) connected to the time expenses of working with a company, for instance, quick access (location) and search time, like product information (promotions) (Lemon et al., 2001). The benefits offered, such as the quality of products and services, must be in accordance with the price sacrificed. This triggers the emergence of behavioral intention in consumers, where consumers will think whether they will return to the product or not. Thus, this paper is designed to check out the impact of brand quality, store environment, & perceived value on consumer purchasing desire at Donuts & Coffee restaurants in Jakarta.

METHODOLOGY

Figure 1 Research Framework



The use of as many individuals and data points as possible in this study is deemed appropriate. For more, this study use a quantitative data. Quantitative data is the right choice for researchers, where data that has been recorded using numbers or numeric as well as classifications and information obtained from distributing questionnaires. This study uses primary data sources. Primary data is collected directly by researchers to answer research problems or objectives. Respondents were informed of the study's goal and given

the assurance that the information they provided would be kept private.

A questionnaire was created in advance of the data collection process on the basis of various measurement items. A Likert scale is used to measure brand quality, and Innoni (2022) has created 6 statement items for it. Furthermore, the 3 item store environment measurement scale was adapted from Hanasya (2017). To measure perceived value with a scale of 4 items adapted by Hanasya (2017). Finally, Purchase Decision using 5 items taken from Hanasya (2017). All items were measured on a Likert scale with value of 1-5 vary from strongly disagree to strongly agree.

Analysis of results

From the distribution of questionnaire, only 128 responses received from questionnaire respondents. Analysis of the demographic data revealed that women made up 59.4% of the population while men made up 40.6%. Those with incomes under IDR 5,000,000 accounted for 67.2% of respondents, or 86 people; those with incomes under IDR 10,000,000 accounted for 1.6% of respondents, or two people; and those with incomes between IDR 5,000,000 and IDR 10,000,000 accounted for 31.3% of respondents, or 40 people. Next respondents indicated that respondents based on income with age > 35 by 37.5% or as many as 16 people, ages 17-21 of 35.2% or as many as 45 people, aged 22-26 by 10.2% or as many as 33 people, aged 27-31 by 17.2% or as many as 34 people. As well as respondents based on job i.e. others by 21.3% or as many as 48 people, students of 72.2% or 45 people, civil servants 1.8% or 13 people, self-employed 4.7% or 22 people. Furthermore, All variables had reliability assumptions in place, and the findings indicated that the construct measurement scale's Cronbach's alpha value was higher than the threshold of 0.60. The reliability assumption is therefore satisfied.

Table 1 Gender

Information	Number of respondents	Percentage (%)
Woman	76	59.4
Man	52	40.6
Total	128	100.0

Table 2 Income

Information	Number of respondents	Percentage (%)
< IDR 5,000,000	86	67.2

>IDR 10,000,000	2	1.6
IDR 5,000,000-10,000,000	40	31.3
Total	169	100.0

Table 3 Age

Information	Number of respondents	Percentage (%)
>35	16	37.5
17-21	45	35.2
22-26	33	10.2
27-31	34	17.2
Total	128	100.0

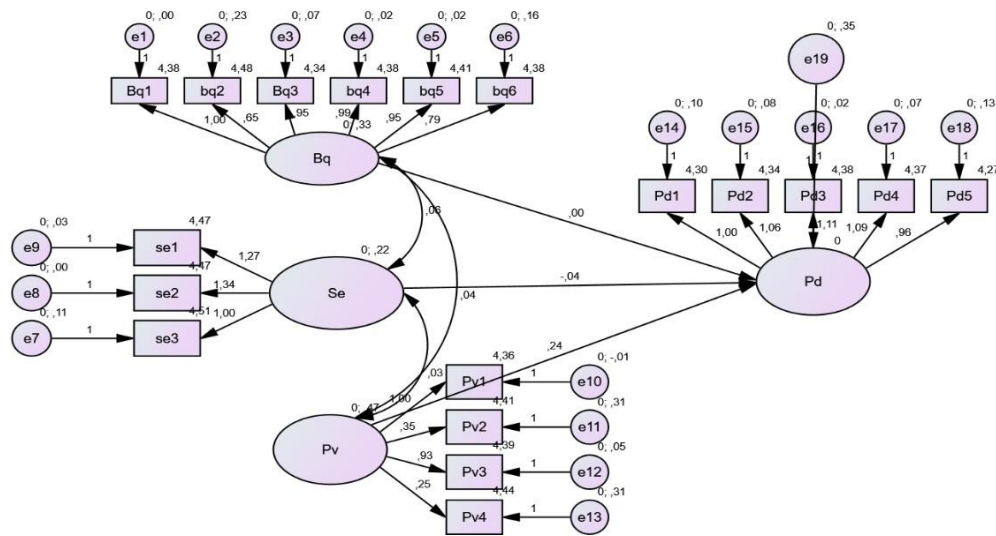
Table 4 Work

Information	Number of respondents	Percentage (%)
Other	48	21.3
Student / student	45	72.2
civil servant	13	1.8
Self-employed	22	4.7
Total	128	100.0

AMOS 18 and the structural equation modeling method were used in the process to test the study hypothesis. The confirmatory factor analysis was first computed using a measurement model that included all construction measurement items. The findings indicate that the factor loading exceeds 0.50 for the remaining items in each construct. Validity is thus achieved.

According to Hair et al. (2010), the hypothesis can be evaluated if the structural model's fit index is within a reasonable range. Overall, as shown in Figure 2, the results show that the structural model for this study maintains a reasonable fit to the data with chi-squared values of 569,693 ($p = 0.000$); the other criterion values (IFI = 0.858, NFI = 0.823, CFI = 0.857, TLI = 0.830, and RMSEA = 0.164) reached an acceptable cut point based on the recommendations from Rambut et al. (2010).

Figure 2



This hypothesis is confirmed in Table 1 which states that from the results of testing this hypothesis, an estimate value of -0.005 is obtained and p-value of 0.961 which greater than 0.05 is attained after the structural model has been fit sufficiently and the reliability and validity conditions have been met. It implies that brand quality has no beneficial influence on consumers' purchasing decisions. An estimate value of -0.045 and significant p-value of 0.699 are obtained from the results of testing this hypothesis, indicating that store environment has a beneficial effect on purchasing decisions. An estimate value of 0.241 and p-value of 0.002, which is lesser or equal to 0.05, are obtained from the findings of testing this hypothesis, indicating that the perceived value positively influences the decision to buy.

DISCUSSION AND CONCLUSION

This research aims to examine the impact of brand quality, store environment, perceived value on purchase decisions. The results of the research allow for the following inferences to be made: The estimated value is -0.005 according to the results of testing this hypothesis, and the p-value is 0.961, which is higher than 0.05. which suggests that brand

quality has no beneficial influence on consumers' decision. means that customers believe the company is still not paying enough attention to performance that doesn't meet their expectations, that the brand is inconsistent and unreliable, that the brand doesn't follow product standard specifications, that the product is hard to find, and that the product's quality hasn't improved. From the results of analyzing this hypothesis, found that the store environment has no positive impact on purchase decisions, with an estimate value of -0.045 and a p-value of 0.699 being highly significant. Customers complain that the establishment is not very clean, that it still doesn't pay much attention to establishing a calm and comfortable atmosphere, and that neither the decor nor the temperature have a big impact on them.. From the results of testing this hypothesis, an estimate value of 0.241 is obtained and a p-value of 0.002 which is less than $\alpha = 0.05$ which means that the perceived value has a positive effect on *purchase decision*. This means that consumers like offering good service by providing the right value and this means a reliable restaurant. This means that marketing program related to added value strengthen consumer purchases and increase organizational profitability.

The study also advises retailers to concentrate on explaining to customers the value of their products, comparing their pricing to that of rivals, and observe how these factors affect consumer purchasing decisions.

Table 5

Hypothesis		E	SE	CR	P
<i>H1 store environment</i>	<i>purchase</i>	-	0.09	-	0.961
	<i>Decision</i>	0.005	5	0.049	
<i>H2 store environment</i>	<i>purchase</i>	-	0.116	-	0.699
	<i>decision</i>	0.045		0.387	
<i>H3 Perceived value</i>	<i>purchase</i>	2.41	0.07	3,05	0.002
	<i>decison</i>	9	0		

This study has a number of drawbacks will help guide future research. First off, consumers are the only participants in the research, which is primarily limited to department stores. Future research can therefore broaden its scope by gathering data from various Indonesian regions and including some department store employees to get a better knowledge of important elements in retail industry. Second, A quantitative survey

with well-structured questions was utilized to collect the data; hence, additional research methods may be applied in following studies to corroborate the findings. It's also likely that the sample size used in this study wasn't big enough to accurately represent the population.

Future research is therefore urged to employ larger sample sizes and be conducted in a variety of industrial settings. In order to understand more about how these factors affect customer purchasing behavior in the retail sector, future research may also examine other marketing factors, such as cultural factors and reference groups. Finally, because this study only looked at three independent variables, future research can take into account additional variables like service quality and store image that may influence consumer purchasing decisions in the donuts and coffee restaurant sector.

CONCLUSION

Making a theoretical improvement to the body of literature in this area, we examine the direct influence of company brand quality, store environment, and perceived value on purchasing decisions in the food and beverage industry, specifically at the J.CO Donuts & Coffee restaurant. One of the few studies that looks at a causal relationship between these variables is this one. The results have theoretical significance in particular because they present data on how the aforementioned factors relate to purchasing decisions.. Additionally, there are useful practical ramifications for those working in the food and beverage industry. The study's conclusions can assist managers in gaining more respect and a sustainable competitive edge. Despite the fact that this characteristic was determined to have no impact on consumer choice in a retail setting, additional research may yield different findings. The study's findings also opine that managers need to be aware of the ramifications of social media marketing in Malaysia.

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