THE INFLUENCE OF SERVICE QUALITY AND MENU DIVERSITY ON PURCHASING DECISIONS AT CAFÉ SOCOLATTE PIDIE JAYA DISTRICT

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Abstract

The purpose of this study was to determine and analyze the effect of service quality (Physical Evidence, Reliability, Responsiveness, Assurance, Empathy) and menu diversity on purchasing decisions at Café Socolatte, Pidie Jaya Regency. The data analysis technique used is multiple linear regression analysis using the SPSS program. The results showed that simultaneously service quality and menu diversity had a positive and significant effect on purchasing decisions at Café Socolatte, Pidie Jaya Regency. Partially, service quality, physical evidence of reliability, responsiveness, assurance, empathy and menu diversity have a positive and significant effect on purchasing decisions at Café Socolatte, Pidie Jaya Regency.

Keywords: *Service Quality, Menu Diversity, Purchasing Decisions*

1. INTRODUCTION

Nowadays, various organizations, both service and industrial businesses, have changed the paradigm and orientation of producers to become community orientation. Companies and human resources are concentrated on community service. The manufacture of products and services must continue to add value, be competitive, in addition to arranging marketing strategies and excellent service so that consumers make purchases. The food and beverage business or what we usually call the culinary business is an unbeatable business. Pidie Jaya Regency has a place to stop by called the Socolatte café, which is located at Jl. Banda Aceh -Medan, Baroh Musa Village, Bandar Baru District, Pidie Jaya Regency. At first the chocolate farmers in Pidie Jaya only produced chocolate powder in packaged form to be marketed outside the region, but over time they began to create a variety of foods and drinks made from processed cocoa beans so that a chocolate café was established, namely Socolatte, the café stood right in front of the factory. grinding cocoa beans. Café Socolatte is a business that operates in the field of processing food and drinks with the main raw material being cocoa beans, thus producing ready-to-eat products. Café Socolatte was founded in 2010, but has become known to many people in the last five years and the processing process is carried out by an expert farmer who have experience with cocoa beans. Café Socolatte offers a variety of chocolate products, from beverages to food products.

Everyone's tastes are different, if a café offers a varied menu, it will be easier for the café to attract consumers, because the more choices offered in the café, the easier it will be for consumers to choose a menu according to their wishes. The concept of the place is indoor or outdoor with the feel of a glass house design plus lots of trees and swings which in today's millennial era are quite instagrammable for taking photos and there are facilities that are quite complete for the needs of consumers who want to come. The level of purchasing decisions regarding the service and menu diversity provided by Café Socolatte is still lacking. because customers stated that there were still many services lacking from Café Socolatte. Many customers still complain about the lack of friendliness and responsiveness of the waiters in serving their customers, the long food serving time, the taste of the food which is sometimes bland, this can make customers feel dissatisfied and reluctant to return to Café Socolatte.

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2. LITERATURE REVIEW

Purchasing Decisions

Yusuf (2021), purchasing decisions are thoughts where individuals evaluate various options and make a choice on a product from many choices. Purchasing decisions made by a consumer involve consumer confidence in a product so that a sense of self-confidence arises in the actions taken. The consumer's self-confidence in the purchasing decisions they take indicates the extent to which the consumer has self-confidence in the decision to choose a product (Saleh, 2018).

Service Quality

Manengal, (2021) states that service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. then according to Abduh & Syarif, (2022) who state that service quality is the service provided to customers in accordance with service standards that have been standardized as guidelines for providing services.

Menu Diversity

Kotler and Armstong (2018) said that Menu Diversity is a collection of all menus and items offered by business actors to consumers. Therefore, business actors must make the right decisions regarding the diversity of menus offered, because having a diversity of menus will make it easier for consumers to choose and make purchasing decisions according to consumer needs and desires. According to Riftian and Nur Maulidya, (2021), Menu Diversity is a condition created by the availability of goods in very varied quantities and types, giving rise to many choices in the consumer shopping process. Meanwhile, Cholik et al., (2022) also said that menu diversity, starting from taste, size, quality and product availability, has the same meaning as menu diversity.

RESEARCH METHODS

Research Objects and Locations

This research was conducted at Café Socolatte Kab. Pidie Jaya. The object of this research is consumers who visit using the variables of service quality and menu diversity in purchasing decisions.

Population and Sample

The population used in this research was all 100 visitors to Café Socolatte in Pidie Jaya Regency. In this research, the sample used was all visitors to Café Socolatte, Pidie Jaya Regency. The sampling technique used in this research was accidental sampling. Accidental sampling with criteria determined by researcher Sugiyono (2019).

DATA COLLECTION TECHNIQUE

The data collection method in this research used a survey by distributing questionnaires and observations at Café Socolatte, Pidie Jaya Regency. Data was collected using a questionnaire tool in the form of a structured list of questions with alternative answers available (Nugroho, 2018).

Results and Discussion

Reliability Test

Based on the results of the reliability test, all statement items in the research can be declared valid and can be used entirely as research data. all statement items tested produced an r-count > r-table value, namely 0.1966 with a significance level (α) = 5% or 0.05.

Variable	*Cronbach Alpha*	Konstan	Results
Physical Evidence (X1)	0,887	0,60	Reliability
Reliability (X2)	0,897	0,60	Reliability
Responsiveness (X3)	0,896	0,60	Reliability
Guarantee (X4)	0,833	0,60	Reliability
Empathy (X5)	0,905	0,60	Reliability
Menu Diversity (X6)	0,857	0,60	Reliability
Purchase Decision (Y)	0,924	0,60	Reliability

Multicollinearity Test

The test results show that all tolerance values are less than or equal to 0.10. Physical Evidence (X1) is 0.080, Reliability (X2) is 0.109, Responsiveness (X3) is 0.078, Guarantee (X4) is 0.069, Empathy (X5) is 0.066, and Menu Diversity (X6) is 0.10.

Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Physical Evidence	.080	12.538
	Reliability	.109	9.209
	Responsiveness	.078	12.811
	Guarantee	.069	14.420
	Empathy	.066	15.079
	Menu Diversity	.100	10.031

a. Dependent Variable: Purchase Decision

Discussion

Based on this, the multiple linear regression equation in this research is as follows:

$$Y = 0,846 + 0,434X1 + 0,159 X2 + 0,6X3 + 0,487X4 + 0,253X5 + 0,463X6 + \varepsilon$$

The constant value (a) is 0.846, if the regression coefficient value for the variables physical evidence, reliability, responsiveness, guarantee, empathy and menu diversity is assumed to be zero then the purchasing decision value is equal to 0.846. The physical evidence variable (X1) obtained a coefficient value of 0.434 indicating a positive (unidirectional) relationship with Purchasing Decisions, meaning that every increase in following Physical Evidence is predicted to increase Purchasing Decisions at Café Socolatte in Pidie Jaya Regency, H1 is accepted (p = 0.000). The reliability variable (X2) obtained a coefficient value of 0.159 indicating a positive (unidirectional) relationship with Purchasing Decisions, meaning that any increase in following Reliability is predicted to increase Purchasing Decisions at Café Socolatte in Pidie Jaya Regency, H2 is accepted (p = 0.04). The responsiveness variable (X3) obtained a coefficient value of 0.6 indicating a positive (unidirectional) relationship with Purchasing Decisions, meaning that every increase in following Responsiveness is predicted to increase Purchasing Decisions at Café Socolatte in Pidie Jaya Regency, H3 is accepted (p = 0.000) .

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The Guarantee variable (X4) obtained a coefficient value of 0.487 indicating a positive (unidirectional) relationship with Purchasing Decisions, meaning that every time there is an increase in following the Guarantee, it is predicted that it will increase Purchasing Decisions at Café Socolatte in Pidie Jaya Regency, H4 is accepted (p = 0.000). The Empathy variable (X5) obtained a coefficient value of 0.253 indicating a positive (unidirectional) relationship with Purchasing Decisions, meaning that every increase in following Empathy is predicted to increase Purchasing Decisions at Café Socolatte in Pidie Jaya Regency, H5 is accepted (p = 0.008). The menu diversity variable (X6) obtained a coefficient value of 0.463 indicating a positive (unidirectional) relationship with Purchasing Decisions, meaning that every increase in following Menu Diversity is predicted to increase Purchasing Decisions at Café Socolatte in Pidie Jaya Regency, H6 is accepted (p = 0.000). The regression results can be seen in the table below

Multiple Linear Regression
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.846	.738		1.146	.255
X1	.434	.103	.262	4.198	.000
X2	.159	.116	.073	2.370	.040
X3	.600	.078	.487	7.710	.000
X4	.487	.129	.253	3.770	.000
X5	.253	.094	.185	2.693	.008
X6	.463	.089	.292	5.222	.000

a. Dependent Variable: Y

Research Conclusion

Based on the results of research conducted on the influence of service quality and menu diversity on purchasing decisions at Café Socolatte, Pidie Jaya Regency, it can be concluded that simultaneously service quality and menu diversity have a positive and significant influence on purchasing decisions at Café Socolatte, Pidie Jaya Regency. Partially, service quality, physical evidence of reliability, responsiveness, guarantee, empathy and menu diversity have a positive and significant influence on purchasing decisions at Café Socolatte, Pidie Jaya Regency.

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