

QUALITY FOOD RELATIONS AND ATMOSPHERE STORE OF CONSUMER PURCHASE DECISIONS

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Abstract: This study aims to determine and analyze the relationship between food quality and store atmosphere with consumer purchasing decisions. In this study used a sample of 98 respondents. Sampling using purposive sampling technique. The method of data analysis using simple and multiple regression analysis models, while to test the hypothesis using t-test and F test. This research use error level 0,05. The result of simple regression analysis shows there is the relationship between food quality to consumer purchase decision and there is the relationship between store atmosphere to consumer purchase decision. Meanwhile, the result of multiple regression analysis models shows the simultaneously variable quality of food and store atmosphere have a significant relation to consumer purchase decision variable with an obtained value of Fcount equal to 63,35 more significant than Ftabel = 3,09. Based on the calculation, the food quality is more dominant choose the relationship to consumer purchasing decision.

Keywords: consumer purchasing decisions, food quality, store atmosphere.

Pengaruh Kualitas Makanan dan Suasana Toko terhadap Keputusan Pembelian Konsumen

Abstrak: Penelitian ini bertujuan untuk menentukan dan menganalisis hubungan antara kualitas makanan dan suasana toko dengan keputusan pembelian konsumen. Penelitian ini menggunakan sampel sebanyak 98 responden. Pengambilan sampel menggunakan teknik purposive sampling. Metode analisis data menggunakan model analisis regresi sederhana dan berganda, sedangkan untuk menguji hipotesis menggunakan uji-t dan uji-F. Penelitian ini menggunakan tingkat kesalahan 0,05. Hasil analisis regresi sederhana menunjukkan terdapat hubungan antara kualitas makanan dengan keputusan pembelian konsumen dan terdapat hubungan antara suasana toko dengan keputusan pembelian konsumen. Sementara itu, hasil model analisis regresi berganda menunjukkan bahwa variabel kualitas makanan dan suasana toko secara simultan memiliki hubungan yang signifikan dengan variabel keputusan pembelian konsumen dengan nilai F hitung sebesar 63,35 yang lebih signifikan daripada F tabel = 3,09. Berdasarkan perhitungan tersebut, kualitas makanan lebih dominan dalam memilih hubungan dengan keputusan pembelian konsumen.

Kata kunci: keputusan pembelian konsumen, kualitas makanan, suasana toko.

INRODUCTION

The development of the culinary business in the country in the past few years has been increasingly massive. Armed with a large population plus a growing middle class, Indonesia is a potentially more attractive market. As one of the sub-sectors of the creative economy, the

culinary industry has the most significant contribution to the gross domestic product (GDP) of the creative economy sector. In 2013, the added value of the culinary industry reached Rp. 208.63 trillion. This amount accounted for 32.5% of the total GDP of the creative economy sector which amounted to Rp. 641.8 trillion (Creative Economic Contribution of GDP Can Reach 8 Percent).

As the development of the culinary business spurs business people to create unique culinary concepts with others (Yulistiyono, Andriani, & Rukmana, 2023), one of them is carrying the theme of Korean food (Chung et al., 2016). South Korea has developed into one of the most prosperous countries in Asia which are characterized by the economy of South Korea which is now the third largest country in Asia and the 13th in the world. Supporting the economic revival of South Korea is none other than the transportation technology and communication technology industry sectors which are also supported by the cultural area through the Korean wave (Farrar, 2010).

Korean Wave or in Indonesian which means Korean fever means 'Korean stream' which is a new word that refers to the increasing global popularity of South Korean culture since the 1990s (Glodev, Wijaya, & Ida, 2023). The emergence of the Korean fever epidemic in the world, including in Indonesia, occurs because all parties in South Korea work together. Not only are technological developments increasingly advanced, but Korea is also working on their cultural side. One reason for the entry and spread of K-Pop fever in Indonesia is from the inclusion of Korean-style drama music and films that entered Indonesia (Vee, 2024).

The entry of these three things is an opportunity for business people to start their business in the culinary field by combining the unique elements of the ginseng country. South Korean food is dominated by the taste that tends to be spicy and rich in spices so that it fits the tongue of an Indonesian. The large number of Korean restaurants that have sprung up shows that Korean culture has greatly influenced culinary developments in Indonesia today.

The phenomenon of Korean Wave has not only popularized Korean entertainment and fashion but also significantly influenced consumer preferences in Korean dining establishments. In this context, food quality and store atmosphere emerge as critical factors that shape consumer purchasing decisions in Korean restaurants (Ha & Jang, 2010). The authentic taste, presentation, and preparation methods of Korean cuisine represent essential quality dimensions that consumers evaluate. Simultaneously, the store atmosphere—encompassing interior design, ambiance, music, and overall Korean cultural elements—creates an experiential environment that influences consumer emotions and purchasing behavior. Understanding how these factors interact and contribute to purchase decisions becomes crucial for Korean restaurant operators seeking to capitalize on the Korean Wave phenomenon.

Despite the proliferation of Korean restaurants in Indonesia, there remains a gap in empirical research examining the specific relationships between food quality, store atmosphere, and consumer purchasing decisions in this context. While previous studies have examined these variables separately in various restaurant settings, limited research has systematically analyzed their combined and relative effects specifically in Korean dining establishments during the Korean Wave era. This study addresses this gap by investigating both the individual and simultaneous relationships of food quality and store atmosphere on consumer purchase decisions in Korean restaurants.

The lifestyle makes the emergence of increasingly fierce competition in the business world. Every company generally wants to succeed in carrying out its businesses. Efforts to achieve the goals set by the company are one of them through marketing activities, namely a social process in which individuals and groups get what they need and want by creating offers and freely exchanging products that are of value to others (Kotler, 1997).

Consumer behavior plays a vital role in understanding how consumers make purchasing decisions. According to Kotler & Keller (2011) consumers go through five stages of the decision-making process, namely: problem recognition, information seeking, evaluation of alternatives, purchasing decisions, and post-purchase behavior. The buying process starts when the buyer recognizes a problem or needs. These needs can trigger by internal or external stimuli.

Product quality is an understanding that the product offered by the seller has a selling value that is not owned by competing products (Evelina, Waloejo, & Listyorini, 2013). So that this definition can say that a seller has provided quality if the seller has met or exceeded consumer expectations. Therefore, companies try to focus on product quality and compare it with products offered by competing companies.

In addition to product quality, the aspect that needs to be considered is store atmosphere. According to Gilbert in Foster (2008) defining Store atmosphere is a combination of physical messages that have been planned, Store atmosphere can be described as a change in the purchasing environment preparing that produces special emotional effects that can cause consumers to take action to buy.

Based on the background described above, this study aims to: (1) analyze the relationship between food quality and consumer purchasing decisions at Korean restaurants; (2) examine the relationship between store atmosphere and consumer purchasing decisions at Korean restaurants; and (3) determine the simultaneous relationship of food quality and store atmosphere on consumer purchasing decisions.

METHOD

This study employs a quantitative research approach with correlational design to examine the relationships between food quality, store atmosphere, and consumer purchasing decisions. The research utilizes primary data collected through structured questionnaires distributed to consumers of Korean restaurants.

The research was conducted at Daebak Fan Cafe Depok, West Java and tested on 98 panelists. This study involved three variables, namely food quality (X_1), store atmosphere (X_2), and consumer purchasing decisions (Y).

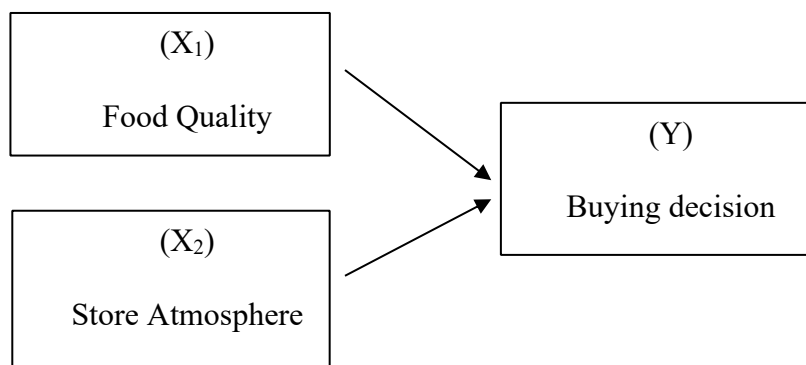


Figure 1. Research design

The data analysis used is simple linear and multiple linear regression. Criteria for testing hypotheses, namely if the count is higher than t table, then H_0 is rejected / H_a is interpreting (meaning that there is a relationship between food quality and store atmosphere on consumer purchasing decisions). If the count is smaller than t table, then H_0 is accepted / H_a is rejecting (meaning there is no relationship between the quality of food and store atmosphere on consumer purchasing decisions).

Table 1. Instrument Grid Based on Consumer Purchasing Decisions

Variable	Concept Variables	Indicators
Food Quality	Consumer purchasing decisions in this study are the things that underlie consumers to make purchasing decisions, by distributing questionnaires in data collection from visitors to Daebak Fan Cafeteria regarding food quality and Store Atmosphere Cafe.	Interest Appearance Form Serving Aroma Tincture Taste Temperature Maturity Level
Store Atmosphere	The Store Atmosphere in this study is the internal layout, sound, smell, texture, interior design, external layout and exterior design that can provide positive respondents or positive opinions on the Daebak Fan Cafe service.	Layout Aroma Typical Room Sound Texture Building Design
Buying decision	Consumer purchasing decisions in this study are the things that underlie consumers to make purchasing decisions, by distributing questionnaires in data collection from Daebak Fan Café visitors to the quality of food and Store Atmosphere Cafe.	Product Selection Brand Choices Choice of Purchasing Channels Payment method

(Source: Putri, Kumadji, & Kusumawati, 2014)

The answer in the questionnaire uses five answer choice scores, which are very appropriate / agree, according to/ agree, somewhat in accordance / agree, not in accordance / agree, very inappropriate / agree. The assessment range is express in the form of a scale with the highest range of 5 (five) and the lowest 1 (one).

RESULTS AND DISCUSSION

Respondent characteristics related to age, gender, occupation, monthly income. The age sampled in the study included all age categories, namely those aged under 20 years to 40 years as described in the following table:

Table 2. Age Data of Respondents

No	Ages	Total Respondent	
		n	%
1	<20 years	25	25,5
2	20-30 Tahun	70	71,4
3	31-40 Tahun	3	3,1
	Total	98	100

Distribution of data obtained from food quality variables, the highest value is the value of the item statements number 2 and 5, which each statement item states "The color of food and drinks in Daebak Fan Café is interesting" and "The suitability of the serving tools used in Daebak Fan Café accordingly" with points of 31.63%. Visitors are satisfied with the variety of colors presented and the serving utensils used by the Daebak Fan Café because they are considered similar to the appearance of authentic dishes from South Korea.

Based on the distribution of data from store atmosphere variables the highest value is the value of item statements 12 and 13, each statement item states "The suitability of music presented with the Daebak Fan Café theme" and "The suitability of the video presented with the Daebak Fan Café theme" with points of 43.88% and 40.82%. Visitors were satisfied with the presentation of the song that was displayed because it considered by the Korean Fan Café theme that was investigated by Daebak Fan Café.

Data based on purchasing decision variables, the highest value is the value of item statement number 13 which states "the Daebak Fan Café name is synonymous with Korean restaurants" with points of 39.8%. Visitors feel that they agree with Daebak's name which was chosen by the Daebak Fan Café restaurant because it fits into the Korean vocabulary, which is Daebak which means Extraordinary.

Regression analysis in this study is used to calculate the magnitude of the influence between the independent variables, namely Food Quality (X_1) and Store Atmosphere (X_2) on the dependent variable, namely the Purchase Decision (Y). A regression equation is used to know the form of the relationship between independent variables and dependent variables. Based on the results of calculations, a regression model obtained.

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 6,82 + 0,681 X_1 + 0,274 X_2$$

So that the equation can translate:

- The constant of 6.82 states that if there is no value of food quality and Store Atmosphere, then the cost of the consumer purchase decision is 6.82.
- Regression coefficient X_1 of 0.681 states that every time there is an increase in the value of food quality, then the amount of consumer purchasing decisions increases by 0.681.
- Regression coefficient X_2 of 0.274 states that every time there is an increase in the value of Store Atmosphere, then the amount of consumer purchasing decisions increases by 0.274.

$$E = mc^2$$

Based on data generated from the distribution of questionnaires containing 84 items of statements (29 statements of food quality, 24 reports of Store Atmosphere, and 29 statements of consumer purchasing decisions) to consumers who come to Daebak Fan Café, Depok, the authors explain the actual conditions and conditions with data obtained.

The results of the author's research have found that food quality and Store Atmosphere have a positive relationship to consumer purchasing decisions. Is evident through the effects of simple and multiple linear regression analysis, the count of each independent variable obtained. Namely, the quality of the food and Store Atmosphere is higher than the value of t table.

Partial product quality variables have a relationship to purchasing decisions; this is by the theory put forward by Sutisna (2001) that consumer understanding of product quality can use as a basis for the process of consumer purchasing decisions. Other supporting arguments originate from Goetsch & Davis (1997) which states that "quality is a dynamic associated with products, services, people, processes, and environment that meets or exceeds expectation"

which means product quality is a dynamic condition related to goods, services, humans, products, and environments that meet or exceed customer or consumer expectations.

It means consumers would purchase if the product sold meets or even exceeds consumer expectations. Customers who have a better assessment of the quality of products will have a more significant decision to buy food at Daebak Fan Café, Depok and vice versa consumers with an evaluation of low product quality will have a low purchasing decision.

The product quality in this study was measured based on the dimensions of food quality. Conceptually excellence and sound quality of these dimensions form the basis of subsequent behavior in the post-purchase decision stage. Consumer assessment of product quality is measured based on the experience experienced by a person on the product. The results of data obtained from this study found that food quality provides a high level of purchasing decisions for consumers.

Store Atmosphere Variables are also partially related to purchasing decisions. It is in line with the theory put forward by Utami (2006) defining that atmosphere is a combination of physical characteristics that aim to respond to emotional and customer perceptions to influence customer decisions in buying a product. Also supports the theory of Weitz & Michael (2007) arguing that "customer behavior is also influenced by the Store Atmosphere," which means that consumer buying behavior also influenced by the store atmosphere.

These results also reinforce the results of previous studies from Putri, Kumadji, & Kusumawati (2014) which state that the presence of an attractive physical environment is expected to be able to attract consumers to make purchases. Daebak Fan Café, Depok has enough physical appearance and has an attraction to attract consumers. Based on these results it can be stated that Store Atmosphere acts as one of the factors that determine consumer comfort and makes consumers want to linger in the store. Indirectly the atmosphere of the store can encourage consumers to make purchases. Based on this study also obtained a calculated F value of 63.35. While F_{table} for $df_{numerator} = 2$ and $df_{denominator} = 95$ is 3.09. It states that the quality of food and Store Atmosphere simultaneously (together) affect the purchasing decision.

CONCLUSION

This research was conducted to find out which variables influence the Purchase Decision. In this study, the independent variables used were Food Quality (X1) and Store Atmosphere (X2) variables while the dependent variable used was the Purchase Decision (Y).

Based on the calculation of regression analysis, it can be known:

1. There is a positive relationship between X1 (Food Quality) to Y (Consumer Purchase Decision) which has been proven by a simple regression analysis test calculation.
2. There is a positive relationship between X2 (Store Atmosphere) to Y (Consumer Purchase Decision) which has proven by calculating a simple regression analysis test.
3. The simultaneous relationship (together) of each independent variable, namely food quality and Store Atmosphere on purchasing decisions is by F-Test testing. From the results of multiple linear regression analysis obtained independent variables namely food quality and Store Atmosphere, there is a significant relationship to purchasing decisions so that it can conclude that testing of the hypothesis which states that there are relationships together (simultaneous) independent variables on the variables of purchase decisions can be accepted.
4. To find out the relationship individually (partially) the independent variable (Food Quality (X1) and Store Atmosphere (X2)) on purchasing decisions is done by t-test testing. Based on the results of the test it was found that the two variables had a significant relationship with purchasing decisions, namely food quality, and Store Atmosphere

5. Based on the results of the t-test which has been calculated by simple linear and multiple linear regression, it found that the food quality variable has the most considerable t-count value. So that the food quality variable has the most robust relationship compared to the other variables, the food quality variable has a dominant relationship to the purchasing decision.

Based on the conclusion, several directions for future research are proposed. First, conducting multi-site studies across different Korean restaurants in various cities would enhance external validity and enable comparative analysis of regional differences. Second, future research should incorporate additional variables such as price perception, service quality, waiting time, menu variety, and social media influence to develop a more comprehensive model of purchase decisions. Third, longitudinal studies employing panel data would facilitate causal inference and examination of how relationships evolve over time. Fourth, qualitative research methods such as in-depth interviews and focus group discussions could provide deeper insights into the psychological mechanisms underlying the quality-atmosphere-decision relationship. Fifth, experimental designs manipulating food quality and atmospheric elements could establish causal relationships more definitively. Finally, investigating moderating variables such as consumer demographics, cultural background, dining occasion, and previous experience would reveal boundary conditions and enhance theoretical precision.

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