


EFFECTIVE STRATEGIES FOR BEBEK CAROK SIDOARJO RESTAURANT: ANALYZING BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTIONS INFLUENCING CONSUMER PURCHASING DECISIONS

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Article Info	ABSTRACT
<p>Article history: Received Sep 13 2024 Revised Sep 22 2024 Accepted Oct 02 2024</p> <p>Keywords: Image, Quality, Perception, Decision</p>	<p>General Background: Traditional Indonesian culinary culture faces challenges as modern food products increasingly dominate consumer preferences. To preserve and promote traditional cuisine, some entrepreneurs and influencers have introduced strategies to enhance brand image, maintain product quality, and offer competitive prices. Specific Background: One such example is Bebek Carok Restaurant, owned by influencer Tretan Muslim in Sidoarjo, which aims to attract more consumers by highlighting traditional Indonesian dishes. Knowledge Gap: However, limited research exists on the impact of brand image, product quality, and price perception on consumer purchasing decisions in traditional food restaurants. Aims: This study aims to analyze the influence of brand image, product quality, and price perception on purchasing decisions at Bebek Carok Restaurant in Sidoarjo. Results: Using a quantitative approach and a sample of 96 respondents, the findings reveal that brand image, product quality, and price perception each have a positive and significant effect on purchasing decisions at the restaurant. Novelty: This research provides insights into the role of brand image and quality perceptions in driving consumer behavior in traditional culinary markets, a relatively underexplored area in Indonesia. Implications: The results offer valuable guidance for traditional food entrepreneurs, demonstrating the importance of maintaining strong brand image and product quality, alongside competitive pricing, to enhance consumer engagement and boost sales.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

In this modern era, culinary development in Indonesia is increasingly accelerating, many new culinary delights are starting to emerge and reach all regions of Indonesia and even abroad. However, currently, traditional Indonesian culinary delights are rarely known by the current generation because of the increasing number of food products.

incoming modern [1]. This happens because many modern foods are easily accepted by people who are influenced by globalization, which has resulted in a decline in the popularity of traditional Indonesian cuisine. Therefore, the diversity of culinary specialties of a region which is its identity needs to be maintained. Entrepreneurs and influencers try and open traditional food restaurant businesses to improve traditional cuisine by improving service, maintaining the quality and cleanliness of food and eating places, innovating in food creation, and offering attractive prices. This has increased the development of traditional cuisine.

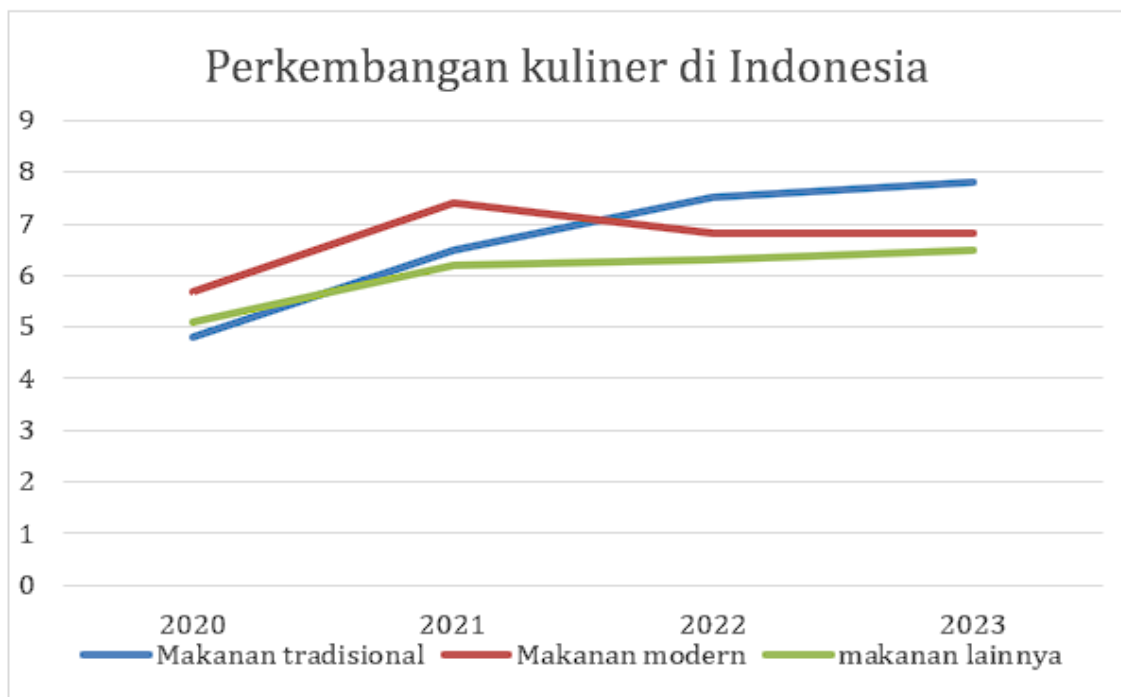


Figure 1. Culinary Business Development

Sumber: Data.Goodstats.Id

A look at the data shows that in 2020, modern food was popular with the public with a percentage of 57.0% compared to traditional food, namely 48.0%, but in 2022 traditional food will start to increase again thanks to the many traditional culinary businesses that are innovating again with a percentage of 75.0 % and modern food as much as 68% and in 2023 the percentage of traditional food will be 78% and modern food will be 69%. The culinary industry continues to develop rapidly thanks to improvements in quality and exciting innovations. Evidence of this is the emergence of many new businesses involved in the culinary business [3]. Businesses in the culinary sector have great potential for profit because the demand for food and drinks will continue to exist as long as humans need them. Currently, competition in the culinary business is very high, causing customers to have many choices of products with varying prices and quality from

various providers. Customers will compare products to find out which one is the best. Apart from that, culinary places are also destinations for meeting friends or family, establishing business relationships, completing assignments or work, as well as for relaxing and eliminating fatigue from daily busyness. Therefore, the culinary business continues to develop with the various functions it offers beyond just providing food. [4].

One type of culinary business that is increasingly popping up nowadays is restaurants. A restaurant is a place that is generally used to sell food and drinks, managed by individuals or groups with commercial or profit-making purposes, as well as providing satisfaction to customers. [5]. Recently, restaurants are often visited and enjoyed by people, especially city residents whose lives are increasingly varied [6]. To advance the restaurant business amidst competition, strong entrepreneurial skills are needed. Restaurant entrepreneurs must continue to design effective strategies to attract and maintain consumer interest in choosing and enjoying the products and services they offer. This aims to increase customer satisfaction, encouraging them to return and recommend the business to others, thereby generating stable and increasing sales. [7]

In the city of Sidoarjo, many restaurants have emerged and are often enjoyed by the public, one of which is the duck restaurant [8]. Many duck restaurant businesses have opened, one of which is Bebek Carok. Bebek Carok began to expand its business by opening several branches. Currently there are 11 outlets spread throughout Indonesia [9]. However, recently the brand's image has decreased due to the owner being a comic or influencer, namely Tretan Muslim, who is famous for his dark comedy which often offends several parties, so he and the quality of his products have also received various responses from the public, some argue that the portions of rice and duck are too small, but There are also those who think that the duck dish has a rich taste and a spicy sensation that burns the tongue. Apart from that, with a price of 20 thousand per portion, Bebek Carok also has to compete with other duck restaurants in order to attract consumers to decide to buy their products. That's why he said must look for strategies to improve the brand image, product quality and consumer perception of the products in the restaurant.

In increasingly fierce competition in the culinary restaurant industry, strategies are needed so that businesses become more effective. A strategy that can increase the competitiveness of a business is to strengthen the restaurant's brand image. Brand image is the way consumers see and evaluate the brand, and the decision to purchase is often influenced by how the image of the brand is perceived by consumers. [10] Especially if the business is owned by someone who is well-known in society, such as an actor, celebrity, comedian and others, then this will have a big influence on the image of the brand they have created. Consumers will buy an influencer's product, if the influencer is well known and seen positively among the public and vice versa if it looks bad, then the influencer must make more effort to find ways to attract their customers. It is important for culinary businesses to build a good brand image because this will reflect the associations embedded in consumers' memories [11]. Every restaurant must also focus on

increasing and producing high-quality food products. Product quality must demonstrate positive standards that include all product characteristics that affect its ability to satisfy customer needs. The aim of this step is to ensure consumers that the products offered are better and superior, so that they can satisfy their expectations. [12]. Apart from the product quality aspect, price is also an attractive factor for potential customers. Price perception is a consumer's view of the value obtained from the benefits of owning or using a product, which is determined through negotiations between buyers and sellers or by sellers at a uniform price for all buyers. Because price perception for some consumers is a sensitive matter, entrepreneurs need to be careful about when setting the selling price of their products. Therefore, competing on price is also a marketing strategy that influences consumer decisions in purchasing products [13]. Thus, restaurant business entrepreneurs must implement these strategies in order to be able to compete and increase product sales and their customer

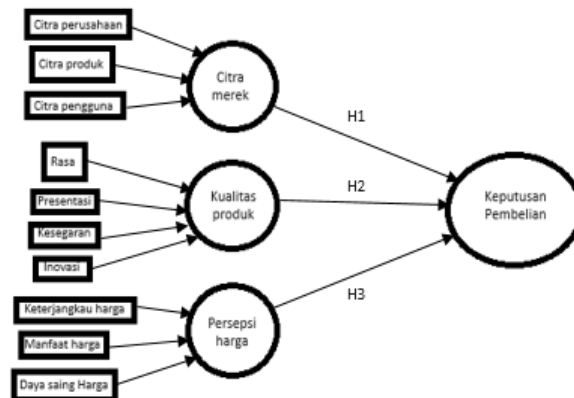
The brand image of a restaurant influences purchasing decisions. It is known that Brand Image is unique and attractive so that many customers [14], however, on the contrary, other research proves that Brand Image does not have an influence on purchasing decisions because the image of the product makes the level of customer trust decrease in the brand [15], then product quality influences purchasing decisions as evidenced by the product benefits that can be felt by customers [16] but this is different from other research which states that product quality does not influence purchasing decisions because the products that have been purchased do not provide benefits and influence on customers [17], then price perceptions also have a significant positive influence on consumers' purchasing decisions because the price of the product is considered cheap for customers [18], but this is also contrary to other research which explains that price perceptions do not have a positive influence on purchasing decisions, as evidenced by the price being quite expensive and customers preferring to buy other, cheaper products [19]. The grand theory used is a theory of behavior based on reasons (Theory of Reasoned Action), which highlights the role of individual attitudes, including their views in choosing a product before making a purchase.

Based on the research gap above, the author raises the title "The Influence of Brand Image, Product Quality and Price Perception on Purchasing Decisions (Study of Restaurant Consumers Carok Duck in Sidoarjo)".

The aim of this research is to test whether Brand Image, product quality and price perceptions can influence purchasing decisions at the Bebek Carok Restaurant in Sidoarjo.

METHODS

Hypotesis Model



H1: Brand image has a positive and significant effect on purchasing decisions

H2: Product quality has a positive and significant effect on purchasing decisions

H3: Price perception has a positive and significant effect on purchasing decisions

This research uses a quantitative approach, namely a research method that uses number-based data collection and analysis techniques to test hypotheses, draw conclusions, and understand the relationship between the variables studied. Quantitative research is a scientific approach that is considered unbiased and structured to collect measurable data, apply statistical analysis, and draw conclusions from the results of data analysis. This method allows for broader generalizations about the population and provides robust empirical data to support conclusions [43].

The population taken in this research are customers who have visited the Bebek Carok Sidoarjo restaurant, so the population size is not yet known, to determine the number of research samples based on the formula proposed by Lemeshow as follows:

$$\frac{Za^2 \times p \times Q}{d^2}$$

Description:

n = Minimum number of samples required

Za = Standard value of the distribution according to the value = 5% = 1.96

P = Prevalence of outcome, because the data has not been obtained, 50% is used

Q = 1-P

D = Accuracy level 10%

$n = 1.96 \times 0.5 \times 0.5$

$0.12 = 96.04$

From the results of the formula calculation, the number of samples required and selected by the researcher was 96 respondents. The sampling technique used was probability sampling, namely using the accidental sampling method. The sampling technique is based on chance, respondents who accidentally meet and are seen as suitable to be sources of research [44]. Data collection was carried out based on the profile of respondents, individuals who were over 17 years old and had visited and purchased Bebek Carok Sidoarjo products. This research uses data collection techniques, namely questionnaires on a grading Likert scale to evaluate individual views, attitudes or opinions towards a phenomenon being studied. The Likert scale used consists of statements with categories from "strongly disagree" to "strongly agree". To distribute the proposed statement, this is done every time there are visitors in the restaurant. Data analysis method used is Partial Least Squares (PLS), execution using the device SmartPLS 3 statistical software: Outer analysis model (measurement model assessment)

1. Test measurement validity
 2. Sample reliability test
 3. Examination of phenomena multicollinearity
- Deep model analysis (evaluation structural model)
- Assess the goodness of the model
 - Conduct hypothesis testing[44]

RESULTS AND DISCUSSION

Respondent Description

Description of respondents based on age is shown in Table 1 as follows:

Table 1. Respondent Description By Age

CHARACTERISTICS RESPONDEN	PERCENT
AGE	
15-19 YEARS	13.7 %
20-24 YEARS	23.2 %
25-29 YEARS	46.3 %
>30 YEARS	16.8%
GENDER	
MAN	72 %
WOMAN	27.4 %
LAST EDUCATION	
SMP	24.2 %

HIGH SCHOOL/VOCATIONAL SCHOOL	54.7%
S1	14.7 %
S2	6.3 %
WORK	
STUDENT	33.7 %
PRIVATE	34.7 %
SELF EMPLOYED	23.2%
PNS/TNI/POLRI	8.4%

The results of the analysis of respondent identities show that in this study there were 96 respondents with various characteristics. In terms of age, the majority of respondents were in the 15-19 year age while those aged 15-19 years with a percentage of 13.7%, and 20-24 year olds with a percentage of 23.2 % ,25-29 year olds with a percentage of 46.3% >30% year olds with a percentage of 16.8%. In terms of gender, with a percentage of 72% male meanwhile there women with a percentage of 27.4%. Regarding education, the majority of respondents had a high school/vocational school background, 85 people with a percentage of 88.5%, followed with a SMP with a percentage of 24.2 ,SMA/SMK 54.7%, with a bachelor's degree with a percentage of 14.7 % , and 6.3 % with a master's degree. In terms of employment with a percentage of 34.7%, followed by students with a percentage of 33.7 % , Entrepreneur with a percentage of 23.2 PNS/TNI/POLRI with a percentage of 8.4.

Validity Test

Table 2

	Brand Image	Price Perception	Product Quality	Purchase Decision
BI1	0.872			
BI2	0.811			
PD1				0.802
PD3				0.776
PD4				0.762
PP1		0.776		
PP2		0.815		
PP3		0.708		
PQ1			0.741	
PQ2			0.759	
PQ3			0.868	

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Based on the results of Table 2, it shows that all the indicators used to measure the variables in this research are said to be valid because signification > 0.05 .

Discriminant Validity test

	Brand Image	Price Perception	Product Quality	Purchase Decision
Brand Image	0.842			
Price Perception	0.601	0.768		
Product Quality	0.702	0.668	0.791	
Purchase Decision	0.638	0.663	0.772	0.780

Based on the results of Table 3, It is known that the AVE value of each Brand image variable is 0.842; Product quality variable has a value of 0,791.; variable Price Percepton value 0.768; variable Purchase Decision are worth 0.780. The results of all data presentations are valuable AVE discriminant validity

Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand image	0.617	0.64	0.795	0.565
Perception price	0.653	0.666	0.81	0.588
Product quality	0.732	0.745	0.833	0.558
Purchasing desicion	0.693	0.707	0.812	0.521

Based on the results of Table 4, It can be seen that the composite reliability value for all research variables is > 0.70 . This shows that all research variables have met composite reliability and have high reliability values, because Ghozali reseach the composite reliability value is > 0.7 although the value 0.60 is still acceptable.

Multikolieritas test

	Brand Image	Price Perception	Product Quality	Purchase Decision
Brand Image				2.103
Price Perception				1.924

Product Quality				2.423
Purchase Decision				

Based on the results of Table 5 ,VIF value for the Brand image variable on Purchasing Decisions 2,103, for the Product Quality variable towards Purchase Decision is 1.9240, and fo Price Peception variables on decisions Purchases were 2.423.

Inner Model

R-Square test

R Square	R Square	Adjusted
Purchase Decision	0.643	0.631

Based on Table 6, As can be 0.631 (63.1%), which shows a strong correlation. This shows that the effect of Brand Image, Product Quality, and Price perception towards purchasing decisions is 65.9%,

F Square test

	Brand Image	Price Perception	Product Quality	Purchase Decision
Brand Image				0.022
Price Perception				0.08
Product Quality				0.32
Purchase Decision				

Based on Table 7, Most of the influence interrelationship of independent variables and variables dependents can be seen based on the table previously. The magnitude of this influence displayed as follows:

1. The F2 value of the Brand image variable is 0.022, . By Therefore, it can be concluded that percentage of purchasing decisions influenced by the Brand image variable is small
2. The F2 value is 0.080 for the variable Prouct Quality . Thus, you can concluded that the percentage of decisions purchases that are influenced by product quality is small
1. 3.The F2 value of the Price Perception variable is 0.320, which means >0.02 ; >0.15 ; >0.35 . Thus, it can be concluded that the percentage of purchasing decisions which is influenced by the price perception variable is strong or moderate.

Hypothesis test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Purchase Decision	0.526	0.515	0.092	5.71	0,000

Price Perception -> Purchase Decision	0.235	0.252	0.104	2.265	0.024
Brand Image -> Purchase Decision	0.128	0.136	0.102	1.247	0.213

Brand Image Influences Purchasing Decisions

Based on the analysis results in table 8, The original sample value was 0.128 indicating that brand image can be have a positive impact on decisions purchasing among the variables that influence that decision. On the side else, evaluate the t statistic of the variable Job satisfaction produces a value of 1.247 with a p value of 0.213. With t-statistics <1.984 and p value >0.05, data .(H1 rejected)

Product Quality Influences Purchasing Decisions

Based on the results of the analysis in table 8, The original sample value was 0.526 indicating that brand image can be have a positive impact on decisions purchasing among the variables that influence that decision. On the side else, evaluate the t statistic of the variable Job satisfaction produces a value of 5,71 with a p value of 0.000. With t-statistics <1.984 and p value >0.05, data .(H2 accepted)

Price Perception Influences Purchasing Decisions

Based on the results of the analysis in table 8, The original sample value was 0.235 indicating that brand image can be have a positive impact on decisions purchasing among the variables that influence that decision. On the side else, evaluate the t statistic of the variable Job satisfaction produces a value of 2.265 with a p value of 0.024. With t-statistics <1.984 and p value >0.05, data .(H3 rejected)

CONCLUSION

Conclusion: This research confirms that brand image, product quality, and price perception each have a positive and significant effect on purchasing decisions at Bebek Carok Restaurant in Sidoarjo. The findings underscore that improving these factors can enhance consumer decisions, making them fundamental to competitive advantage in the culinary sector. **Implications:** Entrepreneurs and influencers in the traditional food industry should prioritize building a strong brand image, maintaining high product quality, and offering favorable price perceptions to attract and retain customers. **Limitation:** This study is limited to Bebek Carok Restaurant in Sidoarjo, and the results may not be generalizable to other regions or culinary businesses. **Further Research:** Future studies could explore the impact of these variables on purchasing decisions in different types of traditional restaurants or across various regions in Indonesia to validate and broaden the scope of these findings.

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