

# The Influence of Product Variations, Taste Variations, and Hygiene on Purchasing Decisions at Bengkulu Simple Restaurants

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**ABSTRACT.** To find out how much influence product variations have on purchasing decisions at the Bengkulu Simple Restaurant, to find out how much influence the taste variations have on purchasing decisions at the Bengkulu Simple Restaurant, to find out how much hygiene influences purchasing decisions at the Bengkulu Simple Restaurant, to find out how much There is a big influence of product variations, taste variations, and hygiene on purchasing decisions at the Bengkulu Simple Restaurant. This research method is exploratory. Exploratory research, or also called exploratory research, is a research approach that aims to find information about a topic/problem that is not yet fully understood by a researcher. Exploratory research does not require a specific hypothesis or theory. The researcher only prepared several questions as a guide to obtain primary data in the form of information, information, as initial data needed. Based on the results, there is an influence of product variations (X1) on consumer purchasing decisions (Y) for Rumah Makan Simplified Bengkulu with a tsig value of  $0.000 < 0,05$  and the value of tcount  $>$  ttable is  $5.764 > 1.65765$ , thus  $H_0$  is rejected and  $H_a$  is accepted. From the significance value obtained, variable X influences consumer purchasing decisions (Y). There is an influence of taste variation (X2) on consumer purchasing decisions (Y) at the Bengkulu Simple Restaurant with a tsig value of  $0.001 < 0.05$  and a tcount  $>$  ttable value of  $2.240 > 1.65765$ , thus  $H_0$  is rejected and  $H_a$  is accepted. From the significance value obtained, the variable X2 influences consumer purchasing decisions (Y). There is a hygienic influence (X3) on consumer purchasing decisions (Y) at the Bengkulu Simple Restaurant with a tsig value of  $0.000$  and a tcount  $>$  ttable value of  $5.734 > 1.65765$ , thus  $H_0$  is rejected and  $H_a$  is accepted. From the significance value obtained, variable X3 influences consumer purchasing decisions (Y). Product variations, taste variations and hygiene together show an influence on purchasing decisions. The test results show a significance value  $< 0.05$ .

**Keywords:** Product Variations; Flavor Variations; and Hygiene on Purchasing Decisions;

## INTRODUCTION

The current business world is rapidly evolving, and intense competition poses both a challenge and a threat to businesses seeking to win, maintain existing markets, and capture existing ones. Every business owner is required to be sensitive to every change and to be able to meet and respond to ever-changing customer demands. Many companies must prioritize purchasing decisions. Many high-quality competitors are emerging, vying for consumers' attention. This, of course, aims to dominate market share in their respective industries. Competitive advantage is essential for gaining maximum consumer attention. Creating a positive perception of a product is a crucial factor in supporting its success.

This positive perception, embedded in consumers' minds, makes them willing to set aside a portion of their income to purchase a desired product. Companies must be able to satisfy customers with the products they produce and the level of service provided, thereby creating a sense of satisfaction and loyalty, believing that the products and services provided by the company meet their

expectations. Purchasing decisions are crucial for companies seeking to maintain the viability and success of their businesses. Satisfied customers are more likely to make repeat purchases and tell others about their experiences. By creating customer satisfaction, companies achieve two benefits simultaneously: profitability through product sales and attracting new customers through the satisfaction of existing customers. This translates into increased profits for the company's continued business.

Food variety is crucial for any food company founder. Taste variety is a quality characteristic of food that is acceptable to consumers. This includes external factors such as size, shape, color, consistency, texture, and taste" (Fiani and Japariato, 2012). Various food products are now mushrooming, and food and beverage menus are becoming increasingly diverse, giving rise to new variations in unique types and flavors. Variation is essential in the culinary world to create customer satisfaction with a product. To increase customer satisfaction, a business must implement variation. Variation will increase the added value of a product; innovation will create new products that can provide better variations to solve consumer problems.

Variation is an idea, practice, or object that is perceived as new by each individual or other unit. The characteristics of variation include: relative economic benefits (social prestige, convenience, and satisfaction factors), durability/strength (the degree to which the variation is perceived as consistent with existing values, past experiences, and the needs of potential users), and complexity (the degree to which the variation is perceived as something that is difficult to understand and use), testability (the degree to which variations within certain limits can be tested), and observability (the degree to which the results of variations can be seen by others) (Sumarwan, 2010).

Hygienic food means healthy food that is hygienic and nutritious. Hygienic food is food that does not contain germs or toxins that can harm health (Jannah, 2014). Processed foods generally have weaknesses in terms of safety against biological or microbiological, chemical, and physical hazards.

The presence of hazards or contamination is often caused by poor quality raw materials, processing technology, the lack of adequate sanitation and hygiene practices, and a lack of awareness among workers or producers handling processed foods (Puspitaningtyas, 2015).

Purchasing decisions are the level at which customer needs, desires, and expectations are met, which will result in repeat purchases or continued loyalty. The more consumer expectations are met, the more satisfied the consumer will be. Consumer satisfaction is crucial. to build a more advanced business to increase profits for the company..

## METHOD

This research is explanatory, meaning it aims to test a theory or hypothesis to strengthen or even reject existing research findings. This explanatory research aims to determine the effect of product variety, flavor variety, and hygiene on purchasing decisions at Sederhana Restaurant in Bengkulu. This research approach allows for the development of a theory that can be used to explain, predict, and control certain phenomena (Sugiyono, 2019).

## RESULTS AND DISCUSSION

### **The Influence of Product Variety on Purchasing Decisions at Rumah Makan Sederhana Bengkulu**

The results of the study indicate that product variety (X1) influences consumer purchasing decisions (Y) at Rumah Makan Sederhana Bengkulu, with a t-sig value of  $0.000 < 0.05$  and a calculated t-value  $> t$ -table, i.e.,  $5.764 > 1.65765$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The significance value obtained indicates that variable X influences consumer purchasing decisions (Y).

According to (Arief, 2007), product variety is closely related to customer satisfaction. If customer expectations regarding the variety of products produced by a company receive a high score, customer satisfaction will result. Conversely, if customer satisfaction is not met, customer dissatisfaction will result. The lower the level of customer satisfaction with the variety of products produced, the greater the likelihood that customers will leave the company. Product variation is a combination of various processes that influence each other. Variation is not the concept of a new idea, a new discovery, or a development of a new market. Rather, innovation is a reflection of all these processes (Kotler, 2007). Research results show that product variation has a positive effect on customer satisfaction.

Variation is an idea, practice, or object that is perceived as new by each individual or other unit. The characteristics of variations include: relative economic benefits (social prestige, convenience, and satisfaction), robustness (the degree to which variations are perceived as consistent with existing values, past experiences, and the needs of potential users), complexity (the degree to which variations are perceived as difficult to understand and use), trialability (the degree to which variations can be tested within certain limits), and observability (the degree to which the results of variations are visible to others) (Sumarwan, 2010).

### **The Influence of Flavor Variation on Purchasing Decisions at a Simple Restaurant in Bengkulu**

Based on the research results, there is an influence of flavor variation (X2) on consumer purchasing decisions (Y) at a Simple Restaurant in Bengkulu, with a t-sig value of  $0.001 < 0.05$  and a calculated t-value  $> t\text{-table}$ , i.e.,  $2.240 > 1.65765$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The significance value obtained indicates that variable X2 influences consumer purchasing decisions (Y).

According to Susanto, the theory from (Khair, 2011) states that food quality is the quality of conformity, measuring the extent to which the design and operation of the food approach the intended standard. According to Kotler and Armstrong (2008), quality is defined as its ability to Product satisfaction is a product characteristic that depends on customer needs. Quality is closely related to customer value and satisfaction, thus directly impacting product and service performance. This study found that flavor variety significantly influences purchasing decisions. Flavor variety is a quality characteristic of food that is acceptable to customers. This includes external factors such as size, shape, color, consistency, texture, and taste (Fiani and Japariato, 2012).

### **The Influence of Hygiene on Purchasing Decisions at the Bengkulu Simple Restaurant**

The research results indicate that hygiene (X3) influences consumer purchasing decisions (Y) at the Bengkulu Simple Restaurant, with a t-sig value of 0.000 and a calculated t-value  $> t\text{-table}$ , i.e.,  $5.734 > 1.65765$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The significance value obtained indicates that variable X3 influences consumer purchasing decisions (Y).

Properly preparing and serving food to guests is an added value for the restaurant itself. Therefore, the processing and serving processes must be carried out properly, paying attention to the cleanliness of the processing area and the food itself. From the processing to the serving process, everything takes place in the restaurant's kitchen. As a department that provides food and beverages, food & beverage products must have an SOP (Standard Operating Procedure) that is implemented in the kitchen to produce food and beverages ready to be served and sold to guests.

To produce food and beverages that guests enjoy, restaurants naturally have their own unique processing methods, including implementing hygiene practices. Therefore, restaurant management must implement hygiene and sanitation, especially for employees working in the kitchen. This is what differentiates food produced by restaurants from food produced outside the restaurant.

Knowledge of the impact of hygiene on food processing in the kitchen is crucial. Food processing impacts the quality of the food produced. If food processing complies with SOPs and hygiene practices, it will result in good, high-quality food, and vice versa.

## **CONCLUSION**

There is an influence of product variation (X1) on consumer purchasing decisions (Y) at Rumah Makan Sederhana Bengkulu, with a t-sig value of  $0.000 < 0.05$  and a calculated t-value  $> t\text{-}$

table, i.e.,  $5.764 > 1.65765$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The significance value obtained indicates that variable X influences consumer purchasing decisions (Y). There is an influence of flavor variation (X2) on consumer purchasing decisions (Y) at Rumah Makan Sederhana Bengkulu, with a t-sig value of  $0.001 < 0.05$  and a calculated t-value  $> t$ -table, i.e.,  $2.240 > 1.65765$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The significance value obtained indicates that variable X2 influences consumer purchasing decisions (Y). Hygiene (X3) influences consumer purchasing decisions (Y) at Rumah Makan Sederhana Bengkulu, with a t-sig value of  $0.000$  and a calculated t-value  $> t$ -table, i.e.,  $5.734 > 1.65765$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The significance value obtained indicates that variable X3 influences consumer purchasing decisions (Y). Product variety, flavor variety, and hygiene together influence purchasing decisions. The test results show a significance value of  $<0.05$ .

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