The Influence of Menu Variations, Location, and Service Quality on Consumer Purchasing Decisions at Terrace Brasserie in Canggu, Badung Regency
Ni Luh Putu Mutiara Utami SANJAYA¹, Ida Bagus Agung DHARMANEGARA², Ni Ketut SARIANI³
¹,²,³Faculty of Economics and Business, Warmadewa University, Indonesia

Abstract:
Purpose:
This research aims to test and analyze the influence of menu variations, location and service quality on purchasing decisions.

Methodology:
This research was conducted at Terrace Brasserie Canggu with a significant research sample 100 respondents were taken using the Slovin formula. All data obtained from the distribution of the questionnaires are suitable for use. The data were then analyzed using multiple linear regression and hypothesis testing (t-test and f-test).

Findings:
The results of this research show that (1) Menu variations, location and service quality have a positive and significant effect on purchasing decisions at Terrace Brasserie Canggu, (2) Menu variations have a positive and significant effect on purchasing decisions at Terrace Brasserie Canggu. It means that the more menu variations there are, the more purchasing decisions at Terrace Brasserie Canggu will increase. (3) Location positively and significantly affects purchasing decisions at Terrace Brasserie Canggu. It means that the more strategically the location is, the more purchasing decisions at Terrace Brasserie Canggu will increase. (4) Service quality positively and significantly affects purchasing decisions at Terrace Brasserie Canggu.

Implication:
This means that the more service quality increases, the more purchasing decisions at Terrace Brasserie Canggu will increase.

INTRODUCTION
Bali Province is one of the provinces in Indonesia. Compared to other provinces, Bali has its beauty and charm that can attract domestic and foreign tourists to visit. This province also has many charms, such as nature, customs, culture, and art, which are different from other provinces. The people of Bali Province are also very friendly towards tourists, so many tourists feel at home on extended holidays in Bali. One of the factors that attracts tourists to visit Bali is culinary. According to Angriani (2018), the increasingly rapid development of the culinary world has become a business field that attracts the interest of many people. It is because food is a human's paramount (primary) need. The culinary world is currently only used as a place to eat and drink, but it has developed and has more functions, namely as a place to gather with friends and family or as a meeting place. It has made many culinary businesses start to develop rapidly. By creating satisfaction for tourists, the relationship between the company and tourists can become harmonious so that loyalty to tourists is created so that word-of-mouth promotion can occur. This marketing activity is essential for culinary businesses because culinary businesses are businesses that always have ideas to make breakthroughs in selling a variety of foods and drinks. Apart from that, location factors and service quality also play a role in purchasing decisions. Satisfied consumers will become loyal and come back to eat at that place.
Lestari (2021) defines decision-making as gathering information about relevant alternatives and making appropriate choices. So, someone makes a purchasing decision, which can be called problem-solving. Consumers have goals or behaviors they want to achieve or satisfy in decision-making. In determining variable decisions, there are usually other variables that become triggers. Menu variations are one of the factors that can influence purchasing decisions. Every consumer has different tastes and tastes. If a brand provides a diverse or varied menu, it will make it easier for the brand to attract consumers. Oktavianto and Hidayat (2018) say a menu means food customers can choose and enjoy. Location is a decision made by a company regarding where its operations and staff will be located (Lupiyoadi, 2013).

A strategic store location will make it easier for someone to visit it anytime, and location is essential for a business because it influences the target market’s purchasing decisions. Determining the location can be considered by several important factors: the location is easy to reach, visibility or the location can be seen clearly within average viewing distance, ease of getting to the location, and a large parking area. Service quality is one of the factors that determines customer satisfaction after making a purchase. In particular, service quality needs to be improved to create satisfaction for visiting customers. Service quality has a long-term impact on customer loyalty. Poor service quality will cause consumer dissatisfaction, not only from customers who enjoy the food but also from other customers. Disappointed customers will tell other people so that potential customers will choose to shop at competitors’ places.

Terrace Brasserie is a restaurant and bar serving various typical Mediterranean dishes. The varied dishes highlight typical Mediterranean flavors, allowing visitors to experience flavors they may have never tasted. This restaurant has a casual dining style featuring elegant indoor and outdoor colors and designs, so Terrace Brasserie Canggu is an ideal place to visit for eating and relaxing with family or friends. Terrace Brasserie Canggu prioritizes menu variations, location and service quality to satisfy consumers.

Based on the researcher's exploration results, it was found that Terrace Brasserie Canggu had a rating of 4.8, which confirmed a problem with purchasing decisions at Terrace Brasserie Canggu. For this reason, researchers are interested in examining the factors that influence purchasing decisions. From search results on detailed consumer reviews on Google Maps, 50% of the four reviews that gave a rating of 4 or below wrote that they were dissatisfied with the quality of service, 25% wrote of deficiencies in the aspect of menu variations, 25% related to location, it is suspected that the factor that influences purchasing decisions is menu variations. Location and quality of service. Then, based on interviews conducted by researchers with ten visitors, as many as 40% stated that the variety of menus at Terrace Brasserie needed to be increased, as many as 50% stated that the location of Terrace Brasserie was quite challenging to find, and 10% stated that the quality of service at Terrace Brasserie needed to be improved. Based on the description above, which the researcher has outlined in general, the researcher is interested in researching "The Influence of Menu Variations, Location and Service Quality on Consumer Purchasing Decisions at Terrace Brasserie in Canggu, Badung Regency."

Buying Decision. Decision-making is an individual activity directly involved in obtaining and using the goods offered. Adeline (2020) stated that the consumer purchasing decision process involves deciding on which brand of product to buy.

Menu Variations. Oktavianto and Hidayat (2018) say a menu means food customers can choose and enjoy. The menu consists of one type of complete and incomplete dishes: dishes for breakfast, lunch, dinner or snacks. Providing various menu variants and services is one of the essential factors for the continuity and development of the company.

Location. According to Rezeky (2018), a location is where a company operates or carries out activities to produce goods and services that prioritize the economic aspect. Meanwhile, Tjiptono (2017) stated that when setting up a company, location selection is very much considered because location selection is an essential competitive factor in efforts to attract consumers or customers.
Service Quality. According to Tjiptono (2018), service quality is the expected level of excellence and control over this excellence to fulfill customer desires. In other words, two main factors influence service quality: expected service and perceived service.

METHODS

The research was conducted at the Terrace Brasserie on Jalan Rurung, Banjar Uma Buluh No. 1 Canggu, North Kuta District, Badung Regency. The research object chosen by the author is in the marketing field, namely menu variations, location, service quality and purchasing decisions. In this research, the population is Terrace Brasserie Canggu consumers, calculated as of 2022, numbering 6,115 respondents. Sampling is calculated using the Slovin formula. From the Slovin formula calculation, the number obtained is 99.98, so this number is rounded up to 100 people. So, the number of respondents taken from the population is 100. Sampling was determined using accidental sampling or chance sampling techniques. The data types in this research are quantitative and qualitative, and the data sources are primary and secondary. The data collection method used in this research is observation and is supported by distributing questionnaires. The four data analysis techniques used in this research are Descriptive statistical tests, classical assumption tests, multiple linear regression analyses, and hypothesis testing.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis.

<table>
<thead>
<tr>
<th>Table 1. Summary of Multiple Linear Regression Analysis Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Menu variations (X1)</td>
</tr>
<tr>
<td>Location (X2)</td>
</tr>
<tr>
<td>Service quality (X3)</td>
</tr>
<tr>
<td>(Constant)</td>
</tr>
<tr>
<td>F Statistik</td>
</tr>
<tr>
<td>Sig F</td>
</tr>
<tr>
<td>R:</td>
</tr>
<tr>
<td>R:</td>
</tr>
</tbody>
</table>

Source: Appendix 6, data processed in 2023

Based on the table above, the multiple linear regression equation can be written as follows:

\[ Y = 0.264 + 0.213X1 + 0.247X2 + 0.334X3 \]

The multiple linear regression equation shows the direction of each independent variable towards the dependent variable. The multiple linear regression equation can be described as follows:

\[ \alpha = \text{Constant value of 0.264, meaning that if menu variation (X1), location (X2) and service quality (X3) are equal to zero, then the purchasing decision is 0.264.} \]
X1 = +0.213 shows that menu variations positively affect purchasing decisions; if menu variations increase, purchasing decisions will increase.

X2 = +0.247 shows that location has a positive effect on purchasing decisions. If the location is strategic, then purchasing decisions will increase.

X3 = +0.334 indicates that service quality positively affects purchasing decisions; if service quality increases, purchasing decisions will increase.

**F Test.**

**Table 2. F Test Results**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>228.469</td>
<td>3</td>
<td>76.156</td>
<td>30.397</td>
</tr>
<tr>
<td>Residual</td>
<td></td>
<td>240.521</td>
<td>96</td>
<td>2.505</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>468.990</td>
<td>99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision  
b. Predictors: (Constant), Service Quality, Location, Menu Variety

Source: Appendix 6

Based on the table above, it is known that Fcount (30.397) > Ftable (2.70) with a significance value of F of 0.000<0.05, so H0 is rejected. This means that the variables menu variation (X1), location (X2), and service quality (X3) simultaneously have a significant effect on purchasing decisions (Y) at Terrace Brasserie Canggu.

Several research discussions follow the results of the research data analysis above. The following is the discussion of this research.

1. Based on the F test (simultaneously), Fcount (30.397) > Ftable (2.70) is obtained with a significance value of F of 0.000<0.05, so H0 is rejected. This means that the variables menu variation (X1), location (X2) and service quality (X3) simultaneously have a significant effect on purchasing decisions (Y) at Terrace Brasserie Canggu, with a value of $R^2 = 47.1\%$, which means that it is 47.1% of purchasing decisions at Terrace Brasserie Canggu are influenced by menu variation variables (X1), location (X2) and service quality variables (X3). The remaining 52.9% are influenced by other variables not examined in this research. The results of this research align with research conducted by Antika (2021), which states that menu variations, location and service quality significantly positively affect purchasing decisions.

2. The influence of menu variations on purchasing decisions obtained tcount (2.269) > ttable (1.661) with a significance level of 0.025 <0.05, so that H0 is rejected and Ha is accepted, which means that the menu variation variable has a significant positive effect on purchasing decisions at Terrace Brasserie Canggu. The regression coefficient $\beta_1$ (menu variation variable) is 0.213, indicating that the more menu variations increase, the more purchasing decisions at Terrace Brasserie Canggu will increase. Menu variations are one of the factors that can influence purchasing decisions. Every consumer has different tastes and preferences. The results of this research align with research conducted by Antika (2021), which states that menu variations have a positive and significant effect on purchasing decisions.

3. The influence of location on purchasing decisions obtained tcount (3.545) > ttable (1.661) with a significance level of 0.001<0.05, so that H0 is rejected and Ha is accepted, which means that the location variable has a significant positive effect on purchasing decisions at Terrace Brasserie Canggu. The regression coefficient $\beta_2$ (location variable) is 0.247, indicating that the more strategic the location, the more purchasing decisions at
Terrace Brasserie Canggu will increase. A strategic store location will make it easier for someone to visit it at any time, and location is essential for a business because it influences the target market’s purchasing decisions. The results of this research are in line with research conducted by Antika (2021), Paludi and Juwita (2021), Karundeng et al. (2021), Angelyn (2022), Septian (2021), Prabowo (2022) stating that location has a positive and significant effect on decisions purchase.

4. The influence of service quality on purchasing decisions obtained tcount (6.190) > ttable (1.661) with a significance level of 0.000<0.05, so that H0 is rejected and Ha is accepted, which means that the service quality variable has a significant positive effect on purchasing decisions at Terrace Brasserie Canggu. The regression coefficient β3 (service quality variable) is 0.334, indicating that the more service quality increases, the more purchasing decisions at Terrace Brasserie Canggu will increase. In particular, service quality needs to be improved to create satisfaction for visiting customers. Service quality has a long-term impact on customer loyalty. The results of this research are in line with research conducted by Karundeng et al. (2021), Angelyn (2022), and Prabowo (2022), which states that service quality has a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the results of data analysis and discussion, the research conclusions obtained are as follows:

1. Menu variations, location and service quality simultaneously have a positive and significant influence on consumer purchasing decisions at Terrace Brasserie in Canggu.
2. Individual menu variations positively and significantly affect consumer purchasing decisions at Terrace Brasserie in Canggu.
3. The individual location positively and significantly affects consumer purchasing decisions at Terrace Brasserie in Canggu.
4. Individual service quality positively and significantly affects consumer purchasing decisions at Terrace Brasserie in Canggu.

**Suggestion.** In an effort to improve purchasing decisions at Terrace Brasserie Canggu, recommended Terrace Brasserie Canggu as follows:

1. The menu variations at Terrace Brasserie Canggu are good. However, there is a statement on the menu variation variable with the lowest average score: "The menu choices offered at Terrace Brasserie are very varied so that consumers do not feel bored." Therefore, the leadership of Terrace Brasserie should increase the diversity of the menu served so that consumers feel comfortable with the same menu. Research should be conducted on consumers, who will determine which menus are dull and need to be added.
2. The location at Terrace Brasserie Canggu is quite good overall. However, there is a statement on the location variable with the lowest average score: "The location of Terrace Brasserie is close to the community and serves the target market share." Therefore, Terrace Brasserie Canggu should create a branch with a more strategic location or a delivery service. Free with a certain amount of spending to increase consumer satisfaction.
3. The overall quality of service at Terrace Brasserie Canggu is quite good. However, there is a statement on the service quality variable with the lowest average score: "Terrace Brasserie employees serve consumers quickly and without errors." Therefore, Terrace Brasserie Canggu should improve the quality of service, especially in terms of speed, to satisfy consumers.
4. Overall, the purchasing decisions at Terrace Brasserie Canggu were quite good. However, there is a statement on the purchasing decision variable with the lowest average score: "Consumers will come back to Terrace Brasserie." Therefore, Terrace Brasserie Canggu should establish good relationships with consumers, such as building chemistry or providing discounts for frequent visiting consumers.
5. Further research is hoped to add variables that can influence purchasing decisions, expand the scope of research, or change research locations that are not only focused on one location, thereby providing a more comprehensive view and being able to be implemented in general.

REFERENCE


