

THE INFLUENCE OF THE QUALITY OF PADANG CUISINE AT PUTRA MINANG RESTAURANT ON PURCHASE INTEREST IN CILEDUG COMMUNITY, TANGERANG CITY, BANTEN PROVINCE

Amrullah

Program Studi Sarjana Terapan Usaha Perjalanan Wisata, Sekolah Tinggi
Pariwisata Trisakti

amrullah@stptrisakti.ac.id

<i>Keyword</i>	<i>Abstract</i>
Quality of Cuisine, Purchase Interest	This study aims to determine the effect of the quality of Padang cuisine at Putra Minang Restaurant on purchase interest of the people of Ciledug, Tangerang City, Banten Province. This type of research is descriptive quantitative with a simple regression method. A sample of 100 respondents used accidental sampling with a questionnaire distribution technique with a Likert scale from 1 to 5. The results showed that the quality of Padang cuisine at Putra Minang Restaurant has a significant effect on the purchase interest of the Ciledug people because of the way Padang cuisine creates a spicy, savory taste. and is prepared deliciously, then the equipment used is very complete, sufficient and hygienic, and the hands used are very clean, usually the dishes are made by two people with the same recipe, producing a taste of food that is characteristic of the Minangkabau area, which is of high quality and good quality. It is also hoped that Putra Minang Restaurant will always pay attention to the quality of the ingredients to be processed and the cleanliness of the kitchen. In terms of service, smiles and friendliness are needed to please customers.

INTRODUCTION

Competition in the restaurant business is increasingly demanding business people to create and maintain the quality of the food products they offer. One of them is Putra Minang Restaurant. This restaurant is very famous in the Ciledug area, Tangerang City. More than fifty Putra Minang Restaurants are scattered in the Ciledug area with one container called the Putra Minang Group. The advantage of

Amrullah

this restaurant is the taste of Pariaman typical Minang cuisine which is rich from coconut milk and hot chilies. The quality of the dishes that taste spicy and rich in spices at Putra Minang Restaurant is one of the factors that can influence consumers in choosing and making purchasing decisions. The quality of Padang cuisine at the Minang Restaurant has all the characteristics and characteristics of delicious and savory dishes that have the culinary traditions of the Minangkabau people which suit the tastes of Indonesians who are able to meet the needs of the Ciledug people. Improving the quality of Padang cuisine at Putra Makan Putra Minang will have an impact on optimal business management if it is linked and guided by consumer perceptions of quality and consumer needs.

Product quality is product capability which includes the ability to carry out its functions which include durability, defense, ease of use and other characteristics (Mayasari et al, 2021). Each product unit forms the image of an item or service that determines its ability to meet needs (Ratnaningtyas et al, 2022). Product quality is a customer's assessment of the overall superiority of a product to what degree a product or service meets the level of customer needs and to what degree the product is free from deficiencies or failures (Marie et al, 2021).

Interest can be interpreted as a tendency to give attention and action to people, activities or situations that are the object of that interest accompanied by feelings of pleasure (Nurbaeti et al, 2021). Purchase intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers making purchases (RB et al, 2022).

Product quality is a value that is owned by a product in which this value is conveyed to consumers implicitly and can provide satisfaction and purchase interest for consumers or society (Nurbaeti et al, 2022). Quality products will attract people's purchase interest and remain a concern of marketers. Interest to buy can arise as a result of an actual impulse to buy and the choice of goods based on the selection made, as well as an immediate urge to consume the product (Marie et al, 2022).

The purchase interest of the Ciledug people for Padang cuisine at Putra Minang Restaurant is due to feelings of pleasure at the high quality of the dishes, namely,

Amrullah

spicy, delicious and tasty, so that the interest of the Ciledug people generates a desire resulting in a feeling that convinces that the Padang cuisine has benefits so that the Ciledug people decide to buy. From the explanation above, the author is interested in discussing people's purchase interest in the quality of Padang food products with the title "The Effect of Padang Cuisine Quality at Putra Minang Restaurant on Purchase Interest of the Ciledug Community, Tangerang City, Banten Province.

RESEARCH METHOD

This type of research uses quantitative descriptive with a simple regression method. The population in this study were all consumers who bought Padang cuisine at Putra Minang Restaurant in the Ciledug area, Tangerang City, Banten Province. The sample in this study totaled 100 respondents because according to Sugiyono (2017) it indicated that eligible respondents in this study were 30 to 500 respondents. The sampling technique used accidental sampling, namely the respondents were taken because they happened to meet directly with the researcher. Data collection techniques by distributing questionnaires with a Likert scale of 1 to 5.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

	Frequency	Percent
Gender		
Male	59	59%
Female	41	41%
Age		
> 20 years old	9	9%
20 - 40 years	53	53%
> 40 years old	38	38%
Employee		
Student	2	2%
Government employees	34	34%
Private employees	46	46%
Entrepreneur	18	18%

Source: Processed data (2022)

Based on the table above, those who are most interested in buying Padang cuisine at Putra Minang Restaurant are male respondents of 59 people with a percentage of 59%. Meanwhile, based on age, those who are most interested in buying Padang cuisine at Putra Minang Restaurant are respondents aged 20 to 40

years, amounting to 53 people with a percentage of 53%. Then the respondents who had jobs as private employees were most interested in buying Padang cuisine at the Putra Minang Restaurant, amounting to 46 people with a percentage of 46%.

Table 2. Validity Test

Variable	Quisioner Item	r-count	r-table
Padang Cuisine Quality	X1	0,567	0,1966
	X2	0,692	0,1966
	X3	0,666	0,1966
	X4	0,618	0,1966
	X5	0,544	0,1966
Purchase Interest	Y1	0,590	0,1966
	Y2	0,631	0,1966
	Y3	0,593	0,1966
	Y4	0,572	0,1966
	Y5	0,555	0,1966

Source: Processed data (2022)

The validity test in the table above shows that all question items for each variable have r-count greater than t-table (0.1966), so it can be said that all question items for each variable are valid because $r\text{-count} > r\text{-table}$ (0.1966).

Table 3. Reliability Test

Variable	Cronbach's Alpha	Alpha Value
Padang Cuisine Quality	0,778	0,600
Purchase Interest	0,781	0,600

Source: Processed data (2022)

The reliability test in the table above shows that all variables have a Cronbach's Alpha greater than the Alpha value (0.600), so that it can be said that all variables are reliable because $\text{Cronbach's Alpha} > \text{Alpha value}$ (0.600).

Table 4. Determination Coefficient Test

R	R Square	Adjusted Square	Std. Error of the Estimate
.871	.722	.698	1.11088

Source: Processed data (2022)

The coefficient of determination test in the table above shows 69.8% of the Ciledung people's purchase interest in Padang Restaurants because it is influenced by the quality of Padang cuisine. While the remaining 30.2% is influenced by other factors outside of this study.

Table 5. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	90.088	18.445		4.884	.000
Padang Cuisine Quality	2.767	.366	.664	7.560	.000

Source: Processed data (2022)

The hypothesis test in the table above shows that the quality of Padang cuisine has a significant value, namely 0.000, which means less than 0.05, so that it can be said that the quality variable of Padang cuisine has a significant effect on the purchase interest of the Ciledug people because the significant value (0.000) < 0.05. The quality of Padang cuisine at Putra Makan Putra Minang is a buyer's assessment of the overall superiority of Padang cuisine at the restaurant which is influenced by several factors, including how to process Padang cuisine which creates a spicy, savory and delicious taste, then the equipment used is very complete and adequate. hygienic, and the hands used are very clean, usually food prepared by two people with the same recipe produces a taste of food that is characteristic of the Minangkabau region, which is of high quality and good quality. This research is in line with research conducted by Sukron et al (2021), Landa (2022) and Ragasya (2022) which shows that the quality of Padang cuisine has a significant effect on purchase intention because restaurants always present a menu of dishes that are attractive and have Minang characteristics such as rendang. with the right spices and tender meat, chicken curry with pervasive spices, crunchy and tasty fried chicken, balado eggs, balado chili sauce and others. The portion served at this restaurant is quite reasonable, not too much and not too little.

CONCLUSIONS AND RECOMMENDATIONS

There is an influence on the quality of padang cuisine at Putra Minang Restaurant on purchase interest of the people of Ciledug, Tangerang City, Banten

Amrullah

Province with a significant positive effect with a significant value of $0.000 < 0.05$ and a strong influence which has a coefficient of determination with a value of 0.698 or 69.8%.

The owner of the Putra Minang Restaurant is expected to maintain the quality of the food which is considered good by the people of Ciledug, Tangerang City, Banten Province. It is also expected to always pay attention to the quality of the ingredients to be obtained and the cleanliness of the kitchen. In terms of service, smiles and friendliness are needed to please customers.

REFERENCE

- Landa, K. S., Akhyadi, A. S., Saripah, I., & Pratama, F. A. (2021). Pengaruh Produk, Harga Dan Tempat Terhadap Keputusan Konsumen Membeli Makanan Di Rumah Makan Sederhana Padang. *Jurnal Cendekiawan Ilmiah PLS*, 7(1): 41-51.
- Marie, A. L., Sulisty, T. D., & Ratnaningtyas, H., Factors Influencing Changes in Consumer Behavior in Choosing Coffee Outlets in Jakarta During the Covid-19 Pandemic. *At-Tadbir: Jurnal Ilmiah Manajemen*, 6(2): 12-131.
- Marie, A. L., Sulistyo, T. D., Ratnaningtyas, H., & Monita, M. (2021). Pengaruh Peran Kualitas Produk dan Harga Terhadap Kepuasan Pelanggan di Kopi Praja, Bintaro Tangerang Selatan. *Jurnal MEBIS (Manajemen dan Bisnis)*, 6(2): 13-17.
- Mayasari, I., Sugeng, N. W., & Ratnaningtyas, H. (2021). Peran Bauran Pemasaran Terhadap Keputusan Pembelian Generasi Milenial: Studi Jajanan Tradisional. *AT-Tadbir: Jurnal Ilmiah Manajemen*, 5(2): 135-147.
- Nurbaeti., Rahmanita, M., Amrullah., Ratnaningtyas, H., & Nurmalinda, E. (2022). Pengaruh Komponen 4A terhadap Minat Berkunjung Kembali dengan Kepuasan sebagai Variabel Intervening pada Telaga Biru Cisoka, Kabupaten Tangerang, Provinsi Banten. *Kawistara: Jurnal Ilmiah Sosial dan Humaniora*, 12(3): 354-367.
- Nurbaeti., Rahmanita, M., Ratnaningtyas, H., & Amrullah. (2021). Pengaruh Daya Tarik Wisata, Aksesibilitas, Harga dan Fasilitas Terhadap Minat Berkunjung Wisatawan di Objek Wisata Danau Cipondoh, Kota Tangerang. *Jurnal Sosial dan Humaniora*, 10(2): 269-278.
- Ragasya, A. (2022). Analisis Pengaruh Kualitas Produk, Harga, Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Rumah Makan Padang Salero Enak di Surabaya. *Jurnal Mitra Manajemen (JMM Online)*, 6(6): 347-361.

Amrullah

- Ratnaningtyas, H., Nurbaeti., Asmaniati, F., & Amrullah. (2022). The Effect Of 4p On The Decision To Visit Ampera 2 Tak Veteran's Restaurant Bintaro, Jakarta Selatan. *JPIM: Jurnal Penelitian Ilmu Manajemen*, 7(1): 149-159.
- RB, L. D., Ratnaningtyas, H., & Octarina, D. (2022). The Effect of Product Quality, Price, and Lifestyle on The Interest In Buying Sketcher Shoes in Students in The City Oof Tangerang, Banten Province. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 7(2): 143-151.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta,
- Sukron, A., Fasochah., & Hariyanto, A. (2021). Analisis Pengaruh Kualitas Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian. *Jurnal Dharma Ekonomi*, 54(XXVIII): 40-48.