

THE INFLUENCE OF FOOD QUALITY, BRAND IMAGE AND PRICE ON PURCHASE DECISIONS OF BOGOR'S ASINAN AHAUW TRADITIONAL FOOD

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Keyword

Food quality, brand image, price, purchase decision

Abstract

This study aims to determine the effect of food quality, brand image and price on purchasing decisions for culinary Asinan Ahauw Traditional Food from Bogor. This type of quantitative descriptive research. The population in this study were consumers who bought Asinan Ahauw culinary, Bogor's traditional food, while the sample consisted of 100 respondents. The sampling technique uses accidental sampling. The data collection technique is by distributing questionnaires with a Likert scale from 1 to 5. The results of the study partially show that food quality and brand image have a significant effect on purchasing decisions, while partially they do not have a significant effect on purchasing decisions. the producers of Asinan Ahauw Traditional Food from Bogor to always maintain product quality and build a positive brand image in order to win the competition between Asinan Ahauw producers.

INTRODUCTION

The city of Bogor is one of the cities in West Java with a tourist attraction because of the beauty and coolness it offers. Not only is the city strategically located, the city of Bogor has many other tourist attractions, both in terms of restaurants and cafes, the world with its many Factory Outlets, to culinary tours that are often visited by local and foreign tourists (Mulyana, 2012). The city of Bogor has various attractions, especially from a culinary standpoint, tourism plays a big role, starting from recreation and entertainment, culture, to culinary tourism. The

cool weather and natural beauty are part of the special attraction of the city of Bogor. The city of Bogor itself is thick with Sundanese culture, therefore, it is no stranger that food and souvenir centers often provide Sundanese specialties (Rosiyanti & Susilowati, 2017). One of the foods that is often the mainstay of tourists as souvenirs is Asinan Bogor.

Culinary in the city of Bogor has promising opportunities, with a variety of foods on offer. The many food choices strengthen the potential of the city of Bogor as a culinary tourism destination. Not only because of the number of offerings of tourist attractions for entertainment, but also because of the affordable prices for a variety of culinary tours (Suciani, 2021). Food forms patterns of behavior in an order that creates order as well as produces rules related to cooking and the kitchen, thus literally culinary is a kitchen that is commonly used to refer to something related to cooking or the culinary profession (Utami, 2018). But other terms are known by gastronomic names. Culinary is a language seller from a foreign language so that poisoning occurs. To think that what is meant is the art of preparing or serving delicious dishes is wrong, the correct terminology is gastronomy.

Culinary discussion is a fairly complex matter, culinary is closely related to other sciences outside of hospitality science, where in hospitality science culinary issues are more often associated with the quality of food products, service quality and HR preparation as well as other matters that narrow down culinary discussions only on hospitality issues (Harsana & Triwidayati, 2020). While more broadly culinary is very related to food science, environmental ecology, technological engineering and art. Thus it can be said that culinary is a combination of various knowledge that is holistically interconnected with one another (Chayati, 2012). Culinary is closely related to food science, where food is a part of culinary which is a source of energy for humans. Nutrition and nutrition are the main determining factors for the quality of human resources so that the composition of nutrients and nutrients in food is one of the important things in culinary development. Analyzing nutrition and engineering food ingredients is the answer to the limited food sources experienced by most countries in the world. Culinary is a reflection of human relationship with the environment. The basic ingredients of food are very dependent on the environmental conditions of the region. Food crops in Indonesia are very

diverse. This is due to the diversity of Indonesian agroecological types which are reflected by the varying physical characteristics of the region, the slope, and the altitude above sea level. Regional diversity, soil topography, water availability, and climate have shaped plants to grow and adapt to specific locations.

Local pickled products are currently developing in the community, such as Betawi pickled and Bogor pickled. Not only that, the fruits and vegetables used in the pickled sauce mixture are also often sought after by culinary tourists. Either as the main reason or as an additional reason, usually culinary tourists will come to taste Bogor's special dishes. One of the reasons culinary tourists visit is to look for traditional foods that are so well known, such as fried bean sprouts, Bogor peanuts, or Bogor pickles. Asinan Bogor itself is known to be unique, one of the processed vegetables and fruits that are consumed raw, with the use of palm vinegar which distinguishes it from other pickles. Usually, chili is added to give it a spicy-sour taste which is often favored by culinary tourists. Yellow noodle crackers are a complement to friends eating Asinan Bogor. The culinary potential of Asinan Bogor itself is considered quite high, with tourists from around Jabodetabek interested in tasting it for the reason that it uses palm vinegar which differentiates it from other regions, but not many tourists know the origin of this special dish in Bogor.

Buyers will make a decision to make a purchase based on several factors. What's more, Ahauw pickles are already well-known in the city of Bogor, because they are included in the traditional specialties of the region. However, whether a well-known brand image will not look at other indicators to make a purchase. So that in this study examines the Perceptions of Food Quality, Brand Image and Price on Purchase Decisions for Bogor's Traditional Asinan Ahauw Culinary.

RESEARCH METHOD

This type of research is descriptive quantitative with multiple regression analysis method using SPSS software. The population in this study were consumers

who bought the culinary Asinan Ahauw traditional Bogor food, while the sample numbered 100 respondents because according to Sugiyono (2017) that respondents who were eligible in the study numbered 30 respondents to 500 respondents. The sampling technique in this study used accidental sampling, namely taking respondents by chance meeting with researchers. Data collection techniques by distributing questionnaires with a Likert scale from 1 to 5.

RESULT AND DISCUSSION

Table 1. Domicile of respondents

Domicile	Frequency	Percent
Jakarta	32	10%
Bogor	10	0%
Tangerang	24	24%
Depok	0	0%
Bekasi	0	0%
Non Jabodetabek	34	34%
Total	100	100%

Source: Processed data (2022)

In the table above, it can be noted that the demographics of respondents based on domicile with the highest percentage were visitors from outside Jabodetabek, totaling 34 people, in second place was Jakarta with a total of 32 people, in third position was Tangerang with a total of 24 people, then the last one was Bogor with a total of 10 people. This result was caused by the majority of visitors who came were dominated by two-wheeled and four-wheeled vehicles, and the rest were family groups who were spending their vacation time enjoying culinary Asinan Ahauw, a traditional Bogor dish.

Table 2. Validity Test

Variable	Quisioner	r-count	r-table
Food Quality	X1.1	0,773	0,197
	X1.2	0,781	0,197
	X1.3	0,750	0,197
	X1.4	0,705	0,197
	X1.5	0,838	0,197
Brand Image	X2.1	0,691	0,197
	X2.2	0,771	0,197
	X2.3	0,638	0,197
	X2.4	0,678	0,197
	X2.5	0,788	0,197

Variable	Quisioner	r-count	r-table
Price	X3.1	0,998	0,197
	X3.2	0,568	0,197
	X3.3	0,626	0,197
	X3.4	0,758	0,197
	X3.5	0,712	0,197
Purchase Decision	Y1	0,791	0,197
	Y2	0,667	0,197
	Y3	0,587	0,197
	Y4	0,871	0,197
	Y5	0,756	0,197

Source: Processed data (2022)

The table above shows that all question items are valid because r-count > r-table (0.197).

Table 3. Reliability Test

Variabel	Cronbach's Alpha
Food Quality	0.738
Brand Image	0,677
Price	0,664

Source: Processed data (2022)

The table above shows that all variables in the study are reliable because the Cronbach's Alpha value > alpha value (0.600).

Table 4. Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.702 ^a	.493	.477	1.47866

Source: Processed data (2022)

The table above shows that the Adjusted R Square value is 48.7%. This means that 48.7% of the purchasing decision variable is influenced by food quality, brand image and price. While the remaining 51.3% purchasing decisions are influenced by other variables not examined in this study.

Table 5. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	2.376	.779		3.049	.003
Food Quality	.378	.100	.391	3.801	.000
Brand Image	.602	.199	.338	3.020	.003
Price	.078	.179	.048	.438	.663

Sumber: Data diolah dengan SPSS (2022)

The food quality variable shows the table above t-count (3.801) > t-table (1.985) with a significance level of 0.000 < 0.05, meaning that food quality has a significant influence on buyer decisions. From the results of the study, it can be interpreted that positive consumer perceptions of the quality of Asinan Ahauw Bogor Traditional Food which includes packaging quality, variety of snack flavors, and the taste of snacks that suit the consumer's tongue are important factors that encourage consumers to make purchasing decisions. This research is in line with research conducted by Lestari & Yusuf (2019) and Wahyuni, et al (2019) that food quality has a significant effect on purchasing decisions.

The brand image variable shows the table above t-count (3.020) > t-table (1.985) with a significance level of 0.003 < 0.05, meaning that brand image has a significant influence on buyer decisions. Based on the research results, it can be interpreted that the better the consumer's view of the brand image of Asinan Ahauw Bogor Traditional Food, because the product is easy to remember, easy to recognize, and has been trusted, the consumer will choose the snack product brand compared to the snack product brand. others and make purchasing decisions more quickly. This research is in line with research conducted by Syamsurizal & Ernawati (2020) and Syahrazad & Hanifa (2019) that brand image has a significant effect on purchasing decisions.

The price variable shows the table above t-count (0.048) < t-table (1.985) with a significance level of 0.663 > 0.05, meaning that food prices do not have a significant influence on the buyer's decision. This means that respondents are not too affected by the price of Asinan Ahauw, a traditional food from Bogor. Based

on the research results, it can be interpreted that consumers do not really consider price when purchasing Asinan Ahauw Bogor Traditional Food as long as the price is considered affordable and reasonable and not much different from competing product prices. This research is in line with research conducted by Mulyana (2021) and Suratmiyati & Anggoro (2020) that price has no significant effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion, the conclusions of this study are as follows: (1) Product quality has a significant influence on purchasing decisions for Asinan Ahauw Bogor Traditional Food, (2) Price perception does not significantly influence purchasing decisions for Asinan Ahauw food Bogor Traditional Food , and (3) Brand image has a significant influence on the decision to purchase Asinan Ahauw Bogor Traditional Food.

The significant influence of food quality and brand image on purchasing decisions must be a concern for the producers of Asinan Ahauw Traditional Food Bogor to always maintain product quality and build a positive brand image in order to win the competition between Asinan Ahauw producers.

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