

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE DECISION TO VISIT AT RUMAH SERABI 74 LARANGAN, TANGERANG CITY, BANTEN PROVINCE

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Abstrak

The research objective was to determine the effect of product quality and price on the decision to visit Surabi 74 Restaurant. This type of research was quantitative descriptive with multiple regression analysis. The sample is 100 respondents with accidental sampling technique. The results of the study show that product quality has a significant effect on visiting decisions. Product quality has a significant influence on the decision to visit Surabi 74 Restaurant, because serving food with good taste, soft texture, and fresh ingredients, customers will tend to be satisfied and more likely to return. Price also has an important influence on customers' visiting decisions to Rumah Makan Surabi 74, because the price of food and drinks at Rumah Makan Surabi 74 is affordable in proportion to the quality, customers will feel that they are getting good value for the money they spend.

INTRODUCTION

The restaurant serves products of good quality, and customers will feel satisfied with the food they enjoy (Fasochah & Hariyanto, 2012). This customer satisfaction can influence their decision to return to the restaurant in the future, consistent and good product quality will help build a positive reputation for the restaurant (Cahyani & Hidayat, 2020). Customers who feel satisfied with the food they enjoy are likely to provide positive reviews, recommend the restaurant to others, and revisit in the future (Iskandar, 2021).

Rumah Surabi 74 is a dining establishment located in the city of Tangerang, Banten Province. This restaurant offers a variety of menus, including milk chocolate, cheese chocolate, special cheese chocolate, chocomelt cheese and corn milk cheese, grilled bananas, various rice and side dishes, as well as cold and hot beverages. The diversity of these menus provides a wider range of choices for consumers and enhances the appeal of the restaurant. Good products are a key factor in attracting consumers. If Rumah Makan Surabi 74 is known for its high-quality products, such as fresh ingredients, authentic recipes, or expertise in food processing, consumers will be satisfied with their dining experience and are likely to return at another time.

Affordable food prices will attract more people's interest. If the prices are too high, some people may choose to look for more economical alternatives (Lestari & Yusuf, 2019). Customers will consider the price in relation to the value they obtain from the offered food, if they feel that the quality, portion size, or experience they receive is worth the price they pay, they will be more likely to revisit (Febriana, 2020). Prices can influence the market segment served by the restaurant. If the prices are set high, the restaurant may attract customers looking for a luxurious experience or premium quality food. On the other hand, lower prices can attract customers seeking economic value (Rizqi & Masniadi, 2022).

The prices of food and beverages at Rumah Makan Surabi 74 are very affordable, ranging from Rp 20,000 to Rp 35,000. Affordable prices at the restaurant can be an important factor in attracting consumers. Very affordable prices will encourage consumers to visit Rumah Makan Surabi 74 to purchase food and drinks at the establishment, especially for those who want to enjoy delicious food without spending a lot of money.

Based on the description above, the author is interested in conducting research on the influence of product quality and price on the decision to visit Rumah Serabi 74 in Larangan.

RESEARCH METHOD

This type of research is descriptive quantitative. The research method uses multiple regression with the help of the SPSS program. The data collection technique distributed questionnaires with a Likert scale from 1 to 5. The sampling technique used accidental sampling, where the respondents met directly with the

researcher. The population in this study were all consumers who came to Surabi 74 Restaurant, while the sample in this study totaled 100 respondents because it was in accordance with Sugiyono's theory (2017) that the number of appropriate samples was 30 to 500 respondents. Data analysis techniques using validity test, reliability test, coefficient of determination test and hypothesis testing.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

| | Frequency | Percent |
|--------------------|-----------|---------|
| Gender | | |
| Male | 47 | 47% |
| Female | 53 | 53% |
| Age | | |
| 15-35 year | 58 | 58% |
| 36-55 year | 30 | 30% |
| >55 year | 12 | 12% |
| Employement | | |
| Student | 39 | 39% |
| Employee | 22 | 22% |
| Entrepreneur | 24 | 24% |
| And other | 15 | 15% |

Source: Processed data (2023)

The results of the analysis of the characteristics of the respondents showed that the majority of respondents who visited the Surabi 74 Restaurant were women with a total of 53 respondents with a proportion of 53%. The age group that visited the Surabi 74 Restaurant the most was aged 15-35 years, with a total of 58 respondents and a proportion of 58%. In terms of work, the majority of respondents were students as many as 39 people with a proportion of 39%.

Table 2. Validity Test

| Question Items | r-count | r-table |
|----------------|---------|---------|
| X1.1 | 0,617 | 0.1946 |
| X1.2 | 0,666 | 0.1946 |
| X1.3 | 0,722 | 0.1946 |
| X1.4 | 0,769 | 0.1946 |
| X1.5 | 0,744 | 0.1946 |
| X2.2 | 0,707 | 0.1946 |
| X2.2 | 0,610 | 0.1946 |
| X2.3 | 0,611 | 0.1946 |
| X2.4 | 0,639 | 0.1946 |

| Question Items | r-count | r-table |
|----------------|---------|---------|
| X2.5 | 0,655 | 0.1946 |
| Y1 | 0,681 | 0.1946 |
| Y2 | 0,650 | 0.1946 |
| Y3 | 0,718 | 0.1946 |
| Y4 | 0,732 | 0.1946 |
| Y5 | 0,688 | 0.1946 |

Source: Processed data (2023)

The validity of statement items in research can be tested by comparing t-count values with t-table. In this case, based on the table used, all statement items can be said to be valid because they have an r-count value that is greater than t-table (0.1946).

Table 3. Reliability Test

| Variable | Cronbach's Alpha | Nilai Alpha |
|-----------------|------------------|-------------|
| Product Quality | 0,606 | 0,60 |
| Price | 0,669 | 0,60 |
| Visit Decision | 0,635 | 0,60 |

Source: Processed data (2023)

The reliability variable in the study can be tested by comparing the Cronbach's alpha value which is greater than the alpha value (0.60). Table 3 shows that all statement items can be said to be reliable because they have a Cronbach's alpha value that is greater than the alpha value (0.600).

Table 4. Determination Coefficient Test

| R | R-Square | Adjusted R-Square | Std. Error of the Estimate |
|-------|----------|-------------------|----------------------------|
| .631a | .592 | .564 | 3.00091 |

Source: Processed data (2023)

Adjusted R-Square is used to measure how much influence the independent variables have on the dependent variable. The data that has been presented shows that product quality and price influence the decision to visit the Surabi 74 Restaurant by 56.4%. However, other factors not included in this study had an effect of 43.6%.

Table 5. Partial Test

| Model | Unstandardized Coefficients Std.Error | Unstandardized Coefficients Beta | t | Sig. |
|-------|--|-------------------------------------|---|------|
| | B | | | |

| | | | | | |
|-----------------|-------|-------|------|-------|------|
| (Constant) | 4.878 | 1.003 | | 4.863 | .001 |
| Product Quality | .478 | .102 | .204 | 4.686 | .009 |
| Price | .699 | .131 | .333 | 5.335 | .000 |

Sumber: Data diolah dengan SPSS (2023)

Table 5 shows that product quality and price have a significant effect on visiting decisions, because their significance value is less than 0.05.

Dalam penelitian ini kualitas produk berpengaruh signifikan terhadap keputusan berkunjung, karena kualitas produk yang baik memberikan kepuasan kepada pelanggan. Jika Rumah Makan Surabi 74 di Larangan menyajikan makanan dengan rasa yang lezat, tekstur yang pas, dan bahan-bahan berkualitas serta minuman yang sehat dan segar, sehingga pelanggan akan merasa puas dengan pengalaman makan mereka. Hal ini akan mendorong mereka untuk kembali mengunjungi tempat tersebut dan bahkan merekomendasikannya kepada orang lain.

Penelitian yang dilakukan oleh Putro, et al (2014) menunjukkan bahwa kualitas produk yang konsisten dan baik akan membangun reputasi yang positif bagi Rumah Makan, ketika pelanggan merasa senang dengan pengalaman mereka di rumah makan tersebut, mereka cenderung berbagi pengalaman positif tersebut dengan orang lain melalui kata-kata atau media sosial. Penelitian yang dilakukan oleh Purba, et al (2023) menunjukkan bahwa reputasi yang baik akan menarik perhatian calon pelanggan dan membuat mereka lebih condong untuk mencoba membeli produk di tempat tujuan.

Dalam penelitian ini harga berpengaruh signifikan terhadap keputusan berkunjung, karena setiap orang memiliki anggaran pribadi yang berbeda-beda untuk makan di luar. Harga yang terlalu tinggi dapat membuat beberapa orang enggan untuk berkunjung karena tidak sesuai dengan anggaran mereka. Oleh karena itu, harga yang wajar dan terjangkau di Rumah Makan Surabi 74 seringkali menjadi pertimbangan utama dalam keputusan berkunjung.

Penelitian yang dilakukan oleh Rahman, et al (2018) menunjukkan bahwa harga yang ditawarkan oleh rumah makan akan berdampak pada persepsi nilai yang dirasakan oleh calon pengunjung, jika harga yang ditawarkan sebanding dengan kualitas makanan, pelayanan, dan suasana yang diberikan, calon pengunjung cenderung merasa bahwa mereka mendapatkan nilai yang baik untuk uang yang mereka keluarkan. Penelitian yang dilakukan oleh Silvia & Arifiansyah

(2023) menunjukkan bahwa harga juga menjadi faktor perbandingan antara rumah makan dengan rumah makan lain di sekitarnya, jika harga di rumah makan terlalu tinggi dibandingkan dengan pesaingnya yang menawarkan makanan serupa, calon pengunjung mungkin akan memilih opsi lain yang lebih terjangkau.

CONCLUSIONS AND RECOMMENDATIONS

Product quality has a significant influence on the decision to visit Surabi 74 Restaurant, because serving food with good taste, soft texture, and fresh ingredients, customers will tend to be satisfied and more likely to return. Price also has an important influence on customers' visiting decisions to Rumah Makan Surabi 74, because the price of food and drinks at Rumah Makan Surabi 74 is affordable in proportion to the quality, customers will feel that they are getting good value for the money they spend.

The recommendation in this study is that Surabi 74 Restaurant is expected to always try to present interesting and unique variations of food and drink menus. Offering interesting variations will make customers feel interested in trying and coming back to taste new menus. It is hoped that Surabi 74 Restaurant will conduct market research and check the prices of similar competitors in the surrounding area. Make sure the price of food and drinks at Surabi 74 Restaurant remains competitive and comparable to the quality offered. Customers are more likely to visit if they feel they are getting good value for their money.

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