

THE EFFECT OF 4P ON THE DECISION TO VISIT AMPERA 2 TAK VETERAN'S RESTAURANT BINTARO, JAKARTA SELATAN

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Abstrak (11 pt)

This study aims to determine the effect of product, price, business location, promotion on consumer visiting decisions. This research uses multiple regression analysis method. The sample of this research is 100 people. The sampling technique used was accidental sampling technique. The results showed that partially product, price, business location and promotion had a significant effect on visiting decisions. This is because Ampera 2 Tak Veteran Bintaro Restaurant displays attractive, clean and tidy Sundanese food products at affordable prices and strategic business locations and promotions carried out by consumers through Instagram or Facebook. In this research, it is hoped that Ampera 2 Tak Veteran Bintaro Restaurant can maintain and increase consumer interest in visiting Sundanese restaurants.

INTRODUCTION

There are many Sundanese restaurants in all cities in Indonesia, not only in West Java. One of the successful restaurants is the Ampera 2 Tak Restaurant which has the ability to show its business success over the years so that it is widely known by people. One of them is Ampera 2 Stroke Restaurant, Veterans Bintaro Branch, South Jakarta.

The decision to visit is an activity carried out by a consumer including the stability to visit to buy a product, then recommend it to others, then carry out re-purchase activities that are used to measure consumer satisfaction (Saputra & Suryoko, 2018). The decision to visit is a process where an assessment is carried out by consumers, then consumers make an election that is urgently needed to

consider it (Aprilia et al, 2015).

Restaurant business owners need to pay attention to what dishes are currently very liked by consumers, so they want to visit the restaurant (Hidayat, 2020). Cuisine in restaurants has a characteristic, it is an important factor when consumers enjoy the cuisine such as cleanliness, freshness, texture, taste, taste and shape (Agustin, 2021). Ampera 2 Tak Veterans Bintaro Restaurant must be able to find out how to attract consumer buying interest by providing dishes that are very diverse in texture, taste, taste and shape such as seafood, chicken, lamb, vegetables and chili sauce which are open until late at night . With a variety of dishes, Ampera 2 Tak Veterans Restaurant Bintaro still has to pay attention to the freshness and cleanliness of Sundanese cuisine.

For the company, the product has a very important meaning because the company cannot carry out business activities without a product being created. If consumers feel they are compatible with a product, then they buy a product, because the product is made by the manufacturer in accordance with the needs or desires of the buyer with the aim that the product is marketed successfully (Riyono & Bdiharja, 2016). Products in a target market have values that are able to provide satisfaction and benefits including services, objects, people, places and ideas (Widodo, 2015). To calm the market, it is important for producers to make good quality products that can attract the attention of consumers (Anggraeni et al, 2016).

The quality of a product can be seen from the price which is the main indicator, so that manufacturers dare to provide high prices with good product quality (Latief, 2018). For consumers, affordable prices are a decision to visit a restaurant followed by product quality, so that they do not disappoint consumers in enjoying food at restaurants (Priya et al, 2020). The price of Sundanese cuisine, which follows the quality of the product at Ampera 2 Tak Restaurant, Veterans Bintaro Branch, can influence consumers to buy Sundanese cuisine. The price of Sundanese food at Ampera 2 Tak Restaurant, Veterans Bintaro Branch, is very affordable, from Rp. 5,000 which is the lowest price to Rp. 25,000 which is the highest price.

An item or service has a price, where consumers pay a certain amount of

money with the aim of getting a reward, namely the consumer gets the benefits of the service or item. The price of a product will provide its own value for consumers (Nasution, 2019). The consumer's decision to buy a product is greatly influenced by the price. This determines the way consumers think about buying products at affordable prices followed by the best quality (Gain et al, 2017). Price is a way for producers to differentiate their sales from other producers, with the function of different goods in marketing, so that producers can set prices (Martini, 2016).

Another important factor is how to choose a business location so that consumers can decide to buy a product. Some consumers prefer to consider buying a product that is located close to where they live or is easily accessible (Fitriyani et al, 2019). The consumer's decision to buy a product is influenced by the location of the product being sold (Puspitasari et al, 2018). The location of Ampera Restaurant 2 Tak Veterans Bintaro Branch is a strategic place because it is near the center of office activities, highways and the city center.

A business can satisfy consumers because the location of the business is close to the current consumer, besides that it can minimize shipping costs (Fu'ad, 2015). If the business owner chooses the wrong location, it will result in the failure of a business, determining the business location requires that the business location is very strategic so that it affects the success of the business to be carried out (Chelviani, 2017). There are 6 (six) ways to determine the business location, namely: (1) Determining the purpose of choosing a business location; (2) Establish constraints or limits; (3) Establish decision rules; (4) linking decision rules with the purpose of selecting a business location; (5) Decision making; (6) Determining the best location (Rusdiana & Irfan, 2014).

A consumer's mind can change from not being interested to being interested because of the promotion, so they want to try the product by making a decision to make a purchase (Katrini et al, 2016). Consumer buying behavior is influenced by promotions that aim to remind, inform and persuade (Indriasari, 2017). Promotional tools carried out by Ampera 2 Tak Veterans Bintaro Restaurant are usually carried out by consumers who post culinary activities on Instagram or on Facebook when they visit this restaurant. With promotions carried out by

consumers on Instagram or on Facebook, because these social media tools are very positive in influencing the increase in consumers visiting Ampera 2 Tak Restaurant, Veterans Bintaro Branch.

Promotion is a tool that influences and conveys to consumers to get to know the services or products that will be offered by producers, so that consumers can be interested in buying these services or products (Astuti, 2015). Products can be recognized by consumers and products can survive in the target market because of promotions that aim to increase sales (Wandikbo et al, 2013). Promotion must build consumer relationships with product satisfaction, not only increase sales volume in the short term but strengthen and maintain product conditions and in the long term can improve consumer relationships with product satisfaction (Putri & Safri, 2015).

The problems in this study are: (1) With Sundanese dishes of various kinds of seafood, chicken, lamb, vegetables and chili sauce, will it influence consumers to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch?; (2) With the increasingly affordable prices offered at Ampera 2 Tak Veterans Restaurant Bintaro Branch, will it affect consumer interest in visiting Ampera 2 Tak Veterans Restaurant Bintaro Branch?; (3) With a strategic location because it is near the center of office activities, highways and the city center, will it affect consumers to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch?; (4) By providing the best quality, consumers promote Ampera 2 Tak Veterans Restaurant Bintaro through Instagram or Facebook, will it influence consumers to visit Ampera 2 Tak Veterans Restaurant Bintaro Branch?.

The aims of this study are: (1) To determine the effect of the product on the consumer's decision to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch; (2) To determine the effect of price on the consumer's decision to visit the Ampera 2 Tak Restaurant, Veterans Bintaro Branch; (3) To determine the effect of location on the decision to visit consumers to the Ampera 2 Tak Restaurant, Veterans Bintaro Branch; (4) To determine the effect of promotion on the consumer's decision to visit the Ampera 2 Tak Restaurant, Veterans Bintaro Branch. In this research, it is hoped that Ampera 2 Tak Veterans Restaurant Bintaro Branch can maintain and increase the interest of consumers to visit the

Sundanese restaurant.

RESEACH METHOD

This research is a quantitative research. The method of analysis is multiple regression analysis. Collecting data by distributing questionnaires to respondents. The population in this study were all consumers who visited Ampera 2 Tak Restaurant Veterans Bintaro Branch, South Jakarta, while the number of samples was 100 people who had been determined by the researcher in accordance with Sugiono's theory (2017), where the minimum sample size was 30 respondents and for the rest it would be better.. The sampling technique used the accidental sampling technique, that is, any respondent who coincidentally met the researcher. Measurement of variables using a Likert scale with 5 (five) levels.

RESULTS AND DISCUSSION

RESULT

Tabel 1. Responden

Usia	Frequency	Percent
0-12 tahun	2	2%
13-23 tahun	14	14%
24-34 tahun	40	40%
35-45 tahun	32	32%
> 46 tahun	12	12%
Jenis Kelamin		
Laki-laki	37	37%
Perempuan	63	63%
Pekerjaan		
Pegawai	51	51%
Wirausaha	22	22%
Ibu Rumah Tangga	14	14%
Pelajar/Mahasiswa	13	13%

Source: Processed data (2021)

Based on the results above, based on age, the consumers who visited the Ampera 2 Tak Veterans Restaurant Bintaro the most were those aged 24-34 years as many as 40 people (40%) and those aged 35-45 years as many as 32 people (32%). Based on gender, the consumers who visited the Ampera 2 Tak Veterans Bintaro Restaurant the most were women as many as 63 people (63%). Based on

occupation, the most frequent customers who visited Ampera 2 Tak Restaurant in the Veterans Bintaro Branch were employees, as many as 51 people (51%).

Tabel 2. Uji Validitas

Item Pertanyaan	r-hitung	r-tabel
X1.1	0,721	0,1966
X1.2	0,614	0,1966
X1.3	0,760	0,1966
X1.4	0,633	0,1966
X1.5	0,744	0,1966
X2.1	0,627	0,1966
X2.2	0,693	0,1966
X2.3	0,668	0,1966
X2.4	0,776	0,1966
X2.5	0,619	0,1966
X3.1	0,622	0,1966
X3.2	0,714	0,1966
X3.3	0,613	0,1966
X3.4	0,729	0,1966
X3.5	0,684	0,1966
X4.1	0,787	0,1966
X4.2	0,678	0,1966
X4.3	0,811	0,1966
X4.4	0,899	0,1966
Y1	0,664	0,1966
Y2	0,823	0,1966
Y3	0,792	0,1966
Y4	0,627	0,1966

Source: Processed data (2021)

From the results above, it shows that all statement items are valid because they have r-count > r-table (0.1388).

Tabel 3. Uji Reliabilitas

Variabel	Cronbach's Alpha	Alpha Value
Produk	0,845	0,600
Harga	0,817	0,600
Lokasi Usaha	0,703	0,600
Promosi	0,699	0,600

Sumber: Data diolah (2021)

From the results above, it shows that all variables are reliable because they have Cronbach's alpha value > alpha value (0.600).

Tabel 4. Uji Normalitas

X1	X2	X3	X4
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	100	100	100	100
Mean	3.6714	3.4135	3.8714	2.1626
Std. Deviation	.4865	.42725	.17641	.16602
Absolute	.129	.102	.401	.415
Positive	.127	.114	.323	.371
Negative	-.136	-.127	-.418	-.285
Smirnov Z	.127	.109	.317	.284
Sig. (2-tailed)	.084	.071	.111	.110

Sumber: Data diolah (2020)

The results above show that all data are normally distributed for all variables, because the value of Sig (2-tailed) for all variables is > 0.05 .

Tabel 5. Uji Multikolinieritas

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1	.561	2.237
X2	.414	1.877
X3	.852	1.153
X4	.747	1.156

Sumber: Data diolah (2021)

From the results above, it shows that there is no multicollinearity in the data because the VIF value for all variables is not greater than 10. Meanwhile, the tolerance value for all variables is not smaller than 0.10.

Tabel 6. Koefisien Determinasi

R	R Square	Adjusted R Square	Std. Error of the Estimate
.784a	.700	.676	.17268

Sumber: Data diolah (2021)

From the results above, it shows that the adjusted R² value is 0.676 or 67.6%. This means that 67.6%, visiting decision variables can be explained by product, price, place, location and promotion. While the remaining $100\% - 67.6\% = 32.4\%$, explained by other reasons outside the model or other variables that have not been studied in this study.

Tabel 7. Uji F

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	38.424	4	3.108	52.311	.000 ^b
Residual	6.265	95	.066		
Total	25.821	99			

Sumber: Data diolah (2021)

From the results above, it shows that the F-count value (52.311) > F-table (2.47) and the probability value is 0.000 < 0.05. Thus H₀ is rejected and H_a is accepted, which means that the product (X₁), price (X₂), business location (X₃) and promotion (X₄) together have a significant effect on the decision to visit (Y).

Tabel 8. Uji Hipotesis t

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	-3.743	.771		-4.854	.000
X1	.473	.150	.522	3.153	.022
X2	.254	.146	.245	1.739	.034
X3	.382	.083	.253	4.602	.009
X4	.554	.129	.236	4.294	.012

Sumber: Data diolah (2021)

Based on the table above, the product variable has a t-count value of 3.153 which is greater than the t-table of 1.985 and has a significant value of 0.022 which is smaller than 0.05. Thus the product has a significant influence on the decision to visit. The product has a significant effect on the decision to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch. This is because the Sundanese food products at Ampera 2 Tak Veterans Restaurant Bintaro are fresh in appearance and taste very good because they have a sensation when food is received in the mouth, most Sundanese dishes at Ampera 2 Tak Veterans Restaurant Bintaro have a salty, savory taste. and accompanied by a spicy chili sauce. The Sundanese cuisine in this restaurant is not only attractive but also very clean and very neatly arranged. This research is in line with research conducted by Hidayat (2020) and Agustin (2021) that consumers are interested in buying products at restaurants because the appearance of cooking products is very attractive including texture, taste, taste and shape. In addition to an attractive appearance, the dishes must also be fresh, clean and the dishes must be arranged neatly and well so that consumers decide to buy products at restaurants.

The price variable has a t-count value of 1.739 which is greater than t-table of 1.985 and has a significant value of 0.034 which is smaller than 0.05. Thus the price has a significant influence on the decision to visit. Price has a significant effect on the decision to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch. This is because the Sundanese food products at Ampera 2 Tak Veterans Bintaro

Restaurant have affordable prices followed by good product quality, so that consumers who visit are not disappointed with their culinary tour. This study is in line with research conducted by Latief (2018) and Priya, et al (2020) that for consumers, affordable prices are a decision to visit a restaurant followed by product quality, so as not to disappoint consumers in enjoying food at restaurants.

The business location variable has a t-count value of 4.602 which is greater than the t-table of 1.985 and has a significant value of 0.009, which is smaller than 0.05. Thus the location of the business has a significant influence on the decision to visit. The location of the business has a significant effect on the decision to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch. This is because the location of the Ampera 2 Tak Veterans Restaurant Bintaro Branch is very strategic because it is near the center of office activities, highways and the city center. This research is in line with research conducted by Fitriyani, et al (2019) and Puspitasari et al (2018) that some consumers prefer to buy a product that is located close to where they live or is easily accessible.

The promotion variable has a t-count value of 4.294, which is greater than the t-table of 1.985 and a significant value of 0.012, which is smaller than 0.05. Thus the promotion has a significant influence on the decision to visit. Promotion has a significant effect on the decision to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch. This is because the promotion of Ampera 2 Tak Veterans Restaurant Bintaro Branch is carried out by consumers who have visited the Sundanese restaurant, where consumers post their culinary activities on Instagram or on their Facebook, thus Ampera 2 Tak Veterans Restaurant Bintaro Branch must maintain the quality of its products the best at affordable prices that are good so that consumers want to visit Ampera 2 Tak Restaurant, Veterans Bintaro Branch. This research is in line with research conducted by Katrin, et al (2016) and Indriasari (2017) that promotion, can change consumers' minds from previously uninterested to being interested in a product and try the product so that consumers make a purchase.

CONCLUSIONS AND SUGGESTIONS

Based on partial data analysis, product, price, business location and promotion have a significant effect on the decision to visit Ampera 2 Tak

Restaurant, Veterans Bintaro Branch. A very large variable that has a significant effect is the location of the business with a t-count value (4,602) and a significant value (0.009), this proves that consumers prefer to buy a product that is not far from where they live or the location is easy to reach because of the location of Ampera 2 Restaurant. Tak Veteran Bintaro branch is located close to the highway and close to the city center or the center of office activities. This research is expected to be able to maintain and increase the interest of consumers to visit the Sundanese restaurant with quality products, affordable prices and strategic business locations.

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