INFLUENCE PRODUCT QUALITY, PERCEPTION OF PRICE, PLACE AND PROMOTION TO INTEREST BUY FOOD AND BEVERAGE AT TAMELO ROOF RESTO

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Abstract:
Study This own objective as knowledge And analyze the influence of product quality, price perception, place and promotion on interest in buying *food* and *beverages* in Tamelo Rooftop Resto. Type The research uses quantitative descriptions and inferential analysis using primary data in the form of closed questionnaires to 100 respondents, namely interest in buying *food* and *beverage* at Tamelo Atap Resto, and the data analyzed use analysis Regression Linear Multiple. And data data which has been fulfilled by test validity, test reliability, test assumption classic and test appropriateness model, and the regression equation is obtained.

Keywords: *Quality product, perception price, place and promotions*

INTRODUCTION

Through Suite transfiguration time And culture life Which Keep going undergoing metamorphosis in fulfilling needs and desires bringing about changes in human needs. The culinary business is a business that operates in the food and beverage sector which follows the current of the times. Many business people, whether small, medium or large, have opened home businesses, restaurants, café, restaurant which sell food And drink Which interesting So for culinary business actors, it definitely offers a variety of traditional and international foods and drinks.

Culinary tourism in Depok can be enjoyed by visiting places such as cafes, restaurants, food courts or food courts, and street food or street vendors. Based on data from the West Java Province Tourism and Culture Service, the number of restaurants, eateries and cafes in the city of Depok in 2020 reached 524 units that can be visited every day. So that culinary tourism in Depok does not disappear due to developments over time. Indonesian and international adapted food standards are close to the current era, making it easy to find Indonesian and international culinary delights in Depok City. Tamelo Rooftop Restaurant is one of the places to eat. whose land is on top of a 24th floor building in Depok, apart from food and beverages, Tamelo also provides a view from the top of a tall building that can attract customers for their social media needs.

The location of Tamelo Roof Resto is very strategic because it is located in the middle of a busy main highway in Depok, namely Jalan Margonda Raya for visitors Tamelo Rooftop Restaurant is not the only one local residents or Hotel population only, however also located not Far from University private. So that, restaurant Tamelo roof Resto need to understand consumer response. Consumer behavior according to Suharno and Sutarso (Hanum And Hidayat:2017) influenced by a number of factor that is cultural, social, personal, and psychological. because, a business must be able to adapt to the response of consumers where the business is located, so that the business can continue and persist well.

Purchasing interest according to Kurniawan, et.al (Sartika Dewi: 2017) is a stage that consumers go through before deciding to intend to buy a product or service. Purchase interest is influenced by many factors, including product, service quality and price. For example, if previous purchases result in a good consumer experience and other supporting factors, this will form consumer loyalty and this will encourage increased consumer interest in the product.

In sales transactions. Price may be related to what one has to pay buyer For accept product. Price is the only one element marketing mix that generates revenue for the organization. In simple terms, price can be understood as a quantity (monetary unit) and/or other aspects (non-monetary) that contain certain uses or uses to obtain a product (Tjiptono, et.al, 2012: 231).

Quality is a set of features and characteristics of a product or service that depend on its ability to satisfy stated needs or assumed (Kotler And Keller, 2012:143). According to Martono And Irian (2014) according to Kotler And Armstrong, quality product refers on ability product to carry out its function, including overall durability, reliability, accuracy, ease of use, and product upgradeability, among other product characteristics. So the existence of product quality is the key to invitation among business activists which is assumed to be buyers who want to detect quality products according to the price paid.

According to Hawkins and Nothesbaugh (2007) perception is a process that consumers

begin by listening to marketing schemes and complete by analyzing these impulses. The results of research conducted by Jiang et.al., (2009) found significant and positive results, that the perception of low prices directly influences consumer buying interest .

Mix promotion on generally there is 4 activity Which Can carried out [Daryanto, 2011], namely: 1). Advertising is a form of promotional activity that companies often carry out through non-individual communication for a fee. 2). Personal Selling is a promotional activity carried out between individuals who often meet face to face, aimed at creating mutually beneficial exchange relationships for both parties. 3). Sales Promotion (sales promotion), is an activity using tool show. 4). Publicity And Public Relations, that is through media period but the information provided is not in the form of advertising but in the form of news.

Research results show that individuals who use social media in Indonesia amount to 64% or 17.4 million of the total population. Wrong One from a number of media social media Which Lots in access in Indonesia, namely *Instagram* Which where is platforms For share story to other people through photos and videos with various existing features.

Based on data from the Central Statistics Agency (BPS), 71.74% of food and beverage supply businesses used online media to promote their business or food products in 2020. Then, as much 36.64% business use banner For promotional means and 30.16% use brochures. There are also 8.65% of businesses still using television/radio as a means of promotion. Then, as many as 7.41% of businesses carried out promotions through newspapers/magazines and 10.07% used other media to promote their businesses. BPS also noted that in the current digital era, most businesses providing food and drink have... take advantage of online sales, namely 85.55%. A tool that is widely used in online sales is through ordering services carried out by third parties, namely 61.69%. Followed by social media at 49.69%, while via website only 17.62%.

This research aims to investigate the influence of product quality, price perception, place and promotion on interest in purchasing food and beverages at Tamelo Atap Resto. The problem formulation involves questions regarding the influence of product quality, perceived price, place, and promotion on purchasing interest at the restaurant. The research objectives include analysis and in-depth understanding of the influence of each variable on buying interest. Apart from providing evaluative benefits for Tamelo Atap Resto, this research is also expected to contribute as a reference and study material for researchers and students in similar fields.

METHOD

In this research method, the research object is purchase interest at Tamelo Atap Resto, with independent variables including product quality, price perception, place and promotion. Data collection was carried out by distributing questionnaires to Tamelo Atap Resto customers, using a Likert scale to measure responses. The research population is visitors with a sample of 100 respondents. Data analysis was carried out using descriptive and inferential methods, as well as multiple linear regression tests. Validity and reliability tests were also carried out on the data collection instruments. There are also classic assumption tests, such as the normality test, multicollinearity test, and autocorrection test. At the hypothesis analysis stage, the t test is used for partial tests, the F test for simultaneous tests, and the coefficient of determination test (R^2) to measure the model's ability to explain variations in the dependent variable.

RESULTS AND DISCUSSION

A. Research result

1. Descriptive Object Study

    The object of this research is buyers' buying interest which is influenced by product quality, price perception, place and promotion on their interest in buying food and baverage at Tamelo Rooftop Resto and all respondents or samples in this research are respondents who have the status of knowing Tanelo Rooftop Resto. For the purposes of descriptive analysis, respondent characteristics are included. Respondent characteristics are data regarding the respondent's personal circumstances. These characteristics are needed to make it easier for researchers to analyze respondents so that the characteristics of the majority and minority respondents can be identified, such as gender, age, highest level of education and length of service of the respondent .

2. Descriptive Research data

    a. Characteristics Respondent

    This research uses quantitative analysis by collecting data using questionnaires distributed to respondents at Tamelo Rooftop Resto Depok. For researchers' purposes in collecting data as material for analysis by considering the situation and condition which faced, so taking sample which submitted to 100 respondents. Next, the respondent is given a questionnaire to fill out and return within the specified time.

    To obtain the characteristics of the respondents, the following will be stated identity customer based on type sex, age , job And arrival to Tamelo roof Resto Depok. Through this respondent expected can obtained understanding more deep about the background of the research respondents, so it is hoped that they can understand trends answer Which given by para respondents in Tamelo Rooftop Resto Depok.
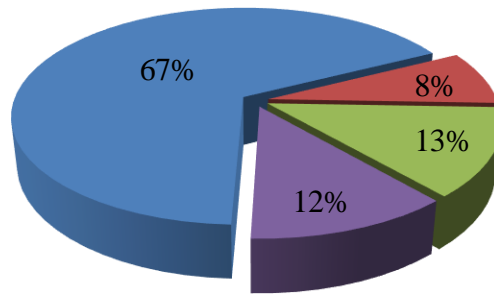
    b. Characteristics respondents based on work

    Based on the results of research on 100 respondents at Tamelo Roof Resto Depok, the number of presentations is known regarding gender are as follows:

Table 1. Respondents According to Work

	Frequency	Percent	Valid Percent	Cumulative Percent
Student/Students alid	67	67.0	67.0	67.0
civil servants	8	8.0	8.0	75.0
Employee Private	13	13.0	13.0	88.0
Entrepreneur	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Source : Data Processed 2023

Work

- Student/Students
- civil servants
- Private employees
- Entrepreneur

Source : Data Processed 2023

Based on table 1 above and figure 1, it is known that the respondents based on gender in this research sample were dominated by student work, namely 67%, while respondents with civil servant work in this study were 8%. So it can be said that the majority of respondents who answered at Tamelo Atap Resto Depok were dominated by students.

3. Characteristics respondents based on arrival

Based on the results of research on 100 respondents at Tamelo Roof Resto Depok, it is known that the number of presentations regarding gender is as follows:
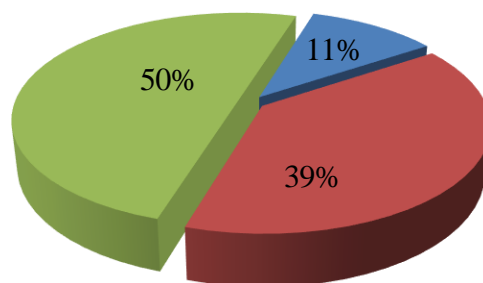
Table 2
Respondent According to Arrival Arrival Tamelo Rooftop Rest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	11	11.0	11.0	11.0
	1 time	39	39.0	39.0	50.0
	≥ 2 times	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Source : Data Processed 2023

Arrival to Tamelo Roof Resto
- No once ■ _
- ≥ 2 Times

Source: Data Processed 2023

Based on table 2 above and figure 2, it is known that respondents based on the arrival of Tamelo Atap Resto in this research sample were dominated by respondents who had arrived ≥ 2 times, namely 50%, while respondents who had never arrived at Tamelo Atap Resto in this study were 11%. So that can said that majority respondents Which answer in Tamelo The roof of the Depok restaurant is dominated by students.

4. Results Complete Estimate Study
   a) Analysis descriptive Variable

In the book Sugiyono (2012:206) explains that the descriptive method is a method used to analyze data by describing or illustrating the data that has been collected. as exists without mean make conclusions that apply to the general public or generalizations.

The results of descriptive statistical tests for the calculated average for each statement for each variable will be described in this section. The independent (free) variables are Product Quality (X_1), Price Perception (X_2), Place (X_3), Promotion (X_4) to the dependent (bound) variable namely Purchase Interest (Y) which each variable consists of statement items based on the indicators of each variable. Data analysis was carried out using calculations based on answer respondents And use method statistical calculations Which helped by tool count program SPSS 23.

   b) Results Test Instrument Study
   Validity test

Test the validity and reliability of the questionnaire This research will be carried out using a sample of 100 respondents. The validity test was carried out to test whether the questionnaire items proposed as instruments in this research were suitable for use. The calculation is by comparing the $_{calculated\ r}$ with the r table where the correlation coefficient value is with N = 100 respondents obtained mark r $_{table}$ of 0.196. If the $_{calculated\ r}$ has a value greater than the table r (r $_{count}$ > r $_{table}$) so whole statement in This research was declared valid so it can be used in this research.

Quality Product (X_1)

Below are the results of the validity test calculation which consists of 7 (seven) compensation variable statements (X_1) using the SPSS 23 program as a tool to calculate a sample of 100 respondents, so that the following results are obtained:

Table 3. Results Test Validity Quality Product (X_1)

Questionnaire	r Count	r Table	Information
Item X.1.1	0.695	0.196	Valid
Item X.1.2	0.640	0.196	Valid
Item X.1.3	0.714	0.196	Valid
Item X.1.4	0.730	0.196	Valid
Item X.1.5	0.556	0.196	Valid

Item X.1.6	0.605	0.196	Valid
Item X.1.7	0.584	0.196	Valid

Source : Data processed in 2023

Based on the results of Table 3 above, it can be seen that all submitted questionnaires have Corrected Item-Total values Correlation Which more big compared to with mark r table on the 100th N sample, which is 0.196, which means that the overall r count > r table. From the output of the Validity Test, it is obtained mark coefficient biggest from instruments quality product (X_1) is found in the fourth statement, namely 0.730, while the smallest value is found in the fifth statement, which is 0.556. From the overall output results, the proposed validity test uses the SPSS 23 program tool as a calculation tool for quality variables product (X_1) stated valid so that all over statement from variable quality product (X_1) can used For The next step.

Perception Price (X_2)

Below are the results of the validity test calculation which consists of 4 (four) statements regarding the price perception variable (X2) using the SPSS 23 program as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

Table 4. Results Test Validity Perception Price (X_2)

Questionnaire	r Count	r Table	Information
Item X.2.1	0.630	0.196	Valid
Item X.2.2	0.728	0.196	Valid
Item X.2.3	0.739	0.196	Valid
Item X.2.4	0.652	0.196	Valid

Source: Data processed in 2023

Based on the results of Table 4 above, it can be seen that all submitted questionnaires have Corrected Item-Total values Correlation Which more big compared to with mark r table on the 100th N sample, which is 0.196, which means that overall $r_{count} > r_{table}$. From output Test Validity the value obtained coefficient biggest from perception instrument price (X_2) found in statement third namely 0.739, while the smallest value is found in the first statement of 0.630. From the overall output results of the proposed validity test using the SPSS 23 program tool as a calculation tool for the price perception variable (X_2) it is declared valid so that all statements from the price perception variable (X_2) can be used for the next stage.

Place (X_3)

Below are the results of the validity test calculation which consists of 4 (four) statement items for the place variable (X_3) using the SPSS 23 program as a tool to calculate a sample of 100 respondents, so that the following results were obtained:

Table 5. Results Test Validity Place (X^3)

Questionnaire	r Count	r Table	Information
Item X.3.1	0.702	0.196	Valid
Item X.3.2	0.687	0.196	Valid
Item X.3.3	0.788	0.196	Valid
Item X.3.4	0.716	0.196	Valid

Source : Data processed in 2023

Based on the results of Table 5 above, it can be seen that all questionnaires submitted have Corrected Item-Total values Correlation Which more big compared to with mark r table on the 100th N sample, which is 0.196, which means that overall r $_{count}$ > r $_{table}$. From output Test Validity the The largest coefficient value obtained from the compensation instrument (X ^{3}) is found in the fourth statement, namely 0.788, while the smallest value is found in the second statement, namely 0.687. From the overall output results of the proposed validity test using the SPSS 23 program tool as a calculation tool for the place variable (X ^{3}) it is declared valid so that all statements from the place variable (X ^{3}) can be used for the next stage.

Promotion (X ^{4})

Below are the results of the validity test calculations consisting of from 4 (four) item statement variable promotion (X ^{4}) by using the SPSS 23 program as a tool to calculate a sample of 100 respondents, the following results were obtained:

Table 6. Results Test Validity Promotion (X^4)

Questionnaire	r Count	r Table	Information
Item X.4.1	0.703	0.196	Valid
Item X.4.2	0.771	0.196	Valid
Item X.4.3	0.753	0.196	Valid
Item X.4.4	0.714	0.196	Valid

Based on results Table 6 on, can is known that all over the questionnaire submitted own mark Corrected Item-Total Correlation Which more is large compared to the r table value in the 100th N sample, which is 0.196 means that whole r $_{count}$ > r $_{table}$. From output Test Validity The largest coefficient value obtained from the promotional instrument (X ^{4}) is found in the statement fourth namely as big as 0.771 whereas The smallest value is in the second statement of 0.703. From the overall output results of the proposed validity test using the SPSS 23 program tool as a calculation tool for the promotion variable (X ^{4}) it is declared valid so that all statements from the promotion variable (X ^{4}) can be used for the next stage.

Interest Buy (Y)

Below are the results of the validity test calculation which consists of 4 (four)

compensation variable statements (X4) using the SPSS 23 program as a tool to calculate a sample of 100 respondents, so that the following results are obtained:

Table 7. Results Test Validity Interest Buy (Y)

Questionnaire	r Count	r Table	Information
Item Y.5.1	0.703	0.196	Valid
Item Y.5.2	0.714	0.196	Valid
Item Y.5.3	0.771	0.196	Valid
Item Y.5.4	0.753	0.196	Valid

Source : Data processed in 2023

Based on the results of Table 7 above, it can be seen that all the questionnaires submitted have a Corrected Item-Total Correlation value that is greater than the r table value in the N-100 sample, namely 0.196, which means that whole $r_{count} > r_{table}$. From output Test Validity the obtained The largest coefficient value of the compensation instrument (Y) is found in the fourth statement, namely 0.771, while the smallest value is found in the second statement, namely 0.703. From the overall output results of the proposed validity test using the SPSS 23 program tool as a calculation tool for the compensation variable (Y) it is declared valid so that all over statement from variable compensation (Y) can used for the next stage.

Test Reliability

Reliability test is a test used to find out consistency tool measuring, is tool measuring can reliable for further use. After the validity test is declared valid, a reliability test is then carried out by using Cronbach's Alpha formula. Where an instrument can be said to be reliable if it has a reliability coefficient or alpha of more than from 0.6. Results test reliability served on table under This :

Table 8. Results Test Reliability

Variable	Cornbach' s alpha	Alpha	Information
Quality Product (X_1)	0.827	0.6	Reliable
Perception Price (X_2)	0.767	0.6	Reliable
Place (X_3)	0.804	0.6	Reliable
Promotion (X_4)	0.829	0.6	Reliable
Interest Buy (Y)	0829	0.6	Reliable

Source : Data processed in 2023

Based on Table 8 above, it can be said that the totality of the questionnaire items for each product quality (X1), perception price (X2), place (X3), promotion (X4) And interest buy (Y) in this study it is reliable as shown by the Cronbach's alpha value for all variables having a good value, namely above 0.6. So that can interpreted that all over mark from variable study This is said to be good, reliable and acceptable.

Classic assumption test

This research involves testing classical assumptions to validate the regression

model. The normality test with Kolmogorov-Smirnov shows a normal distribution in the residuals of the regression model, with a significance value (2-tailed) of 0.136. The multicollinearity test using the Variance Inflation Factor (VIF) shows that there is no multicollinearity in this model, with the VIF and Tolerance values each meeting the criteria. The autocorrelation test with a Durbin-Watson value of 1.715 confirms that the regression model is free from autocorrelation. Multiple linear regression analysis produces a linear line equation which states the significant positive influence of product quality, perception of price, place and promotion on purchase intention. The F test shows the significance of the model with Fcount (1.458) < Ftable (2.46). The coefficient of determination (R^2) of 0.456 indicates that 45.6% of the variation in purchasing interest is explained by the independent variable. The t test on the variables product quality, price perception, place and promotion shows a positive and significant influence on purchase intention. Thus, this regression model is suitable to be used to explain the relationship between these variables in the context of interest in buying food and beverage at Tamelo Atap Resto.

1. Results test hypothesis one

In table 8, it is described that the regression *coefficient value* of the product quality variable increases by one unit, then the buying interest will be (0.326) units so it can be said that the product quality variable (X1) is directly proportional (positive) to the buying interest variable. (Y). from mark t $_{h\ itung}$ variables style interest buy as big as 4,356 if seen from tcount more big from ttable with df 100 And test two side due to the value of $t_{h\ itung} > t_{tabel}$ (4,356>1,983). So H1 is accepted and it can be concluded that the product quality variable influences purchasing interest. The significance value of 0.034 which is smaller than 0.05 (0.34>0.05) states that product quality has a positive and significant effect on buying interest in Tamelo Atap Resto.

2. Results test hypothesis two

In table 8, it is described that the regression *coefficient value* of the price perception variable increases by one unit, then buying interest will be (0.467) units so it can be said that the product quality variable (X2) is directly proportional (positive) to variable interest Belly (Y). from the $_{calculated\ t\ value}$ variables interest buy for 5,908 If seen from tcount more big from t $_{table}$ with df 100 and two-sided test due to the value of $t_{h\ itung} > t_{tabel}$ (5.908>1.983). So H2 is accepted and it can be concluded that the price perception variable influences buying interest. The significance value of 0.027 which is smaller than 0.05 (0.027>0.05) states that price perception has a positive and significant effect on buying interest in Tamelo Atap Resto.

3. Results test hypothesis three

In table 8, it is described that the regression *coefficient values* variable place increase as big as individually, so Purchase interest will be (0.126) units so it can be said to be a place variable (X3) compare straight (positive) with variable interest Belly (Y). from the value of t $_{h\ itung}$ the purchase interest variable is 2.031 when seen from tcount which is greater than ttable with df 91 and two-sided test due to the value of $t_{h\ itung} > t_{tabel}$ (2,031<1,983). So H3 is accepted and can concluded Also that variable place influential

to interest buy. Mark significance 0.021 Which more small from 0.05 (0.021>0.05)

state place influential positive And significant impact on buying interest in Tamelo Atap Resto.

4. Results test hypothesis four

In table 8, it is described that the regression *coefficient value* of the promotion variable increases by one unit, so buying interest will be (0.153) units so it can be said that the promotion variable (X4) is directly proportional (positive) to the interest variable. Belly (Y). from mark t $h\ itung$ variables interest buy as big as 2.247 if seen from tcount is greater than ttable with df 91 and two-sided test due to the value of $t_{h\ itung} > t_{tabel}$ (2,247>1,983). So H4 is accepted and it can be concluded that the promotion variable has an influence on buying interest. The significance value is 0.024 smaller than 0.05 (0.024>0.05) states that promotion has a positive and significant effect on buying interest in Tamelo Atap Resto

Discussion

1. The Influence of Product Quality on Intention to Buy Food Beverage

Based on the results of interviews with participants, the quality of the products offered at Tamelo Atap Resto is very diverse, starting from typical Indonesian and foreign food, namely (Food) Pasta, Garang Asam, Sandwiches, various national and international rice, burgers, dim sum and others including (Beverage) coffee, Aceh Gayo wine, Bali drinks, various fruit juices, various mocktails, various smoothies, various teas, etc. The products sold are good quality products. According to the owner and customer of Tamelo Atap Resto, efforts are made to always sell quality products, namely by always renewing the product to avoid products that have passed their expiry date so as not to disappoint consumers. Tamelo Ataap Resto also always stocks its products in large quantities so that if a customer wants to buy they don't run out of items. Product quality shows support from previous research conducted by Soehardi (2021) entitled "Model for Increasing Sales Volume Through Product Quality, Service Quality and Loyalty of Golda Coffee". The research results show that product quality has a significant and positive effect on purchasing interest as indicated by the standardized direct effect value of 0.34. Thus, the results of this analysis provide information that product quality has a direct positive and significant effect on purchasing interest.

2. Influence Perception Price Against Interest Buy

The results of field observations from owners and employees show that the pricing carried out at Tamelo Atap Resto is based on a percentage of the price plus buying interest. Even though it has its own way of setting prices, the price of the products offered according to customers can be categorized as affordable and in accordance with the quality of the products provided. The price of this product ranges from IDR 10,000 – IDR 85,000.

Price perception is the favorable or emotional way customers view their prices. Price perception reflects a person's feelings towards prices. This can be seen from the positive attitude of buyers towards buying interest and everything encountered at the Tamelo Rooftop restaurant will create comfortable buying interest at an appropriate price. These results are the same as research by Nurwulandari, A., & Maharani, S. (2021) which also shows the results that product quality has a positive and significant effect.

3. Influence Place To Interest Buy Food Beverages

Based on a survey of business premises, according to researchers, Tamelo Ataap

Resto is located in the Grand Taman Meleti 2 Depok Building, this place is very strategic and easy to access, has a large parking area and security is quite guaranteed because it is guarded 24 hours by security because of its location. near the Gunadarma University and University of Indonesia campuses.

Place means a company must establish and run business on the Hotel Roof. According to Suwarman (Lupiyoadi, 2013: 96) location is a place of business that greatly influences consumers' desires to visit and buy. Location is also known as a company's decision about its operations and customer location. Place is a distribution decision that concerns ease of access to potential customers which shows the results, namely that place has a positive and significant influence

4. Influence Promotion To Food Promotion Beverages

Based on the results of interviews conducted with participants, Tamelo Atap Resto carries out promotions by offering its products directly/online to consumers (personal selling), giving discounts if consumers buy the shop's products in large quantities, apart from that the restaurant also working with hotels and apartments where consumers will be directed by hotel security when traveling to Tamelo Atap Resto.

Promotion is a pleasant situation. Research results state that sales promotions have a significant and positive influence on buying interest. Increasing sales promotions encourage consumers to purchase food and beverages. Promotion reflects the most important marketing for companies that market their products and services. This can be seen from the positive attitude of buyers towards buying interest and everything encountered at the Tamelo Roof Restaurant will generate buying interest both when offering or introducing products and when serving consumers in promotions. appropriate. This result is the same as research by Nadya Alifia Wardah and Harti (2021) which also shows that promotion has a very positive and significant influence.

CONCLUSION

Based on this research, it can be concluded that product quality, price perception, location and promotion have a positive and significant influence on interest in buying food and beverage at Tamelo Atap Resto. Increased product quality provides good value for the customer's money, while high price perceptions limit purchase intentions, but provide good value for the customer. Strategic locations have a positive and significant impact on purchasing interest, as well as increased promotions that attract customer purchasing preferences. Therefore, from the results of this research, Tamelo Atap Resto can consider improving product quality, price perception management, attention to location, and increasing promotional strategies to increase customer buying interest.

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