

PURCHASE DECISION PROCESS AT SHUKAKU BBQ, SHABU & AGEMONO, BANDUNG BASED ON SOCIAL MEDIA AND PRODUCT DIVERSITY

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Abstract

The phenomenon that is happening is that there are currently many restaurants that apply the all you can eat concept, one of which is Shukaku BBQ, Shabu & Agemono Bandung, which is located in the city of Bandung. This restaurant is supported by good use of social media in promoting and providing a variety of food and beverages that can be enjoyed by consumers. The restaurant's hope is that by using social media as a means of promotion properly and providing a variety of products, it is able to improve purchasing decisions. However, what happened to Shukaku BBQ, Shabu & Agemono Bandung was not as expected because the purchasing decision for Shukaku BBQ, Shabu & Agemono Bandung was low. The research method used is descriptive and verification methods. The sample used is the people of Bandung City. The results show that social media affects the purchasing decision process and product diversity affects the purchasing decision process and social media and product diversity simultaneously affect the purchasing decision process at Shukaku BBQ, Shabu & Agemono Bandung.

Keywords: Social Media, Product Diversity and Purchase Decision Process.

INTRODUCTION

The restaurant business is a promising business because eating and drinking are basic needs that must be met by every human being. The more mushrooming the restaurant business, the more it will result in the emergence of quite tight competition, especially in Indonesia. An innovation is needed so that a restaurant can continue to survive and be able to compete with other restaurants. In Indonesia itself, there has been a phenomenon of restaurants implementing self service called all you can eat (AYCE) restaurants, where consumers have to pay a certain amount of money but consumers can freely take any food and drinks provided by the restaurant. Restaurants will apply time limits to consumers and restaurants will impose fines on customers who leave food. Therefore, consumers must be able to predict what food and drinks they will take beforehand. Of course, consumers will feel tempted by the prices offered which are considered cheaper when compared to eating at ordinary restaurants.

One of the all you can eat restaurants in Bandung, namely Shukaku BBQ, Shabu & Agemono Bandung is an all you can eat restaurant that offers several package options, starting from Rp. 99,000 consumers can enjoy a wide selection of food and beverages provided. There are several other all you can eat restaurants that are competitors of Shukaku BBQ, Shabu & Agemono Bandung, such as Jigana Suki, Shabu Hachi, Hachi Grill, Hanamasa, Shabu Kojo and so on.

Shukaku BBQ, Shabu & Agemono Bandung conduct promotions through social media, especially Instagram social media intensively to attract people's attention and interest to come visit. The promotion is carried out by posting photos and videos that are able to attract people's interest at a tempting price starting from Rp. 99,000. The researcher conducted an interview with a consumer who had made a purchase at Shukaku BBQ, Shabu & Agemono Bandung who stated that he knew the restaurant from the Instagram social media of Shukaku BBQ, Shabu & Agemono

Bandung which appeared on his Instagram timeline. He admitted that he was interested in making a purchase because the price was relatively cheap and the place was comfortable. This indicates that the Instagram social media owned by Shukaku BBQ, Shabu & Agemono Bandung is able to provide its own advantages for the restaurant.

In addition to social media, the main advantages of Shukaku BBQ, Shabu & Agemono Bandung, namely Shukaku BBQ, Shabu & Agemono Bandung provide a wide variety of food and beverages that consumers can choose from. By paying a certain amount of money, consumers can freely choose what food and drinks they want because Shukaku BBQ, Shabu & Agemono Bandung provides various kinds of meat that consumers can choose from, shabu - shabu and dessert as dessert. The variety of products provided by Shukaku BBQ, Shabu & Agemono Bandung is considered to be more than other all you can eat restaurants. The following is a comparison of Shukaku BBQ, Shabu & Agemono Bandung with other all you can eat restaurants:

Table 1. Comparison of Similar All You Can Eat Restaurants

No.	Restaurant	Price	Products
1.	Shukaku BBQ, Shabu & Agemono	Rp. 99.000++ - Rp. 299.000++	38 Foods, 14 Beverages
2.	Shabu Hachi	Rp. 138.000++ - Rp. 328.000++	27 Foods, 23 Beverages
3.	Shaburi Kintan	Rp. 174.000++ - Rp. 328.000++	25 Foods, 12 Beverages
4.	Shabu Kojo	Rp. 135.000++ - Rp. 365.000++	18 Foods, 8 Beverages

Source: Data Processing Results, 2021

Even though it is supported by effective social media and an abundant variety of products, there is a decline in consumers who come to eat at Shukaku BBQ, Shabu & Agemono Bandung. This results in a decrease in sales obtained by the restaurant so that it will cause losses for the restaurant. To obtain data regarding the purchasing decision process, researchers conducted a pre-survey of 30 consumers. The following are the results of the pre-survey:

Table 2. Pre-Survey Results Regarding Purchase Decision Process

No.	Statements	Answer	
		Yes	No
1.	I prefer Shukaku BBQ, Shabu & Agemono Bandung because it's cheaper	20%	80%
2.	I still choose Shukaku BBQ, Shabu & Agemono even though there is no promo	40%	60%
3.	I still choose Shukaku BBQ, Shabu & Agemono even though there are many all you can eat restaurants popping up	10%	90%

Source: Data Processing Results, 2021

Based on the results of the pre-survey in table 2, it shows that the majority of consumers will choose other all you can eat restaurants even though the prices offered by Shukaku BBQ, Shabu & Agemono are relatively cheap. This means that purchasing decisions on Shukaku BBQ, Shabu & Agemono can be said to be low due to the lack of consumer desire to make purchases at Shukaku BBQ, Shabu & Agemono.

LITERATURE REVIEW

Social Media Marketing

Social media is content in the form of writing, images and videos containing information created by actors who use technology with the aim of being able to communicate with other people who can be easily used or can be used to promote an item or service widely (Afifah, 2011). 2016:7). According to Nasrullah (2017: 160), there are several dimensions that can be used to measure how far social media is used, namely social presence, media richness and self-disclosure.

Ha1: Social media influences the purchasing decision process on Shukaku BBQ, Shabu & Agemono.

Product Diversity

Product diversity is one of the variations offered by the seller to the buyer with the aim that the buyer does not feel bored with the goods or services offered by the seller and to attract buyers to make a purchase (Simamora, 2016:441). According to Kotler in Utami (2015: 364), there are four dimensions used to measure product diversity, namely product brand variations, product completeness variations, product size variations and product quality variations.

Ha2: Product diversity affects the purchasing decision process on Shukaku BBQ, Shabu & Agemono.

Purchase Decision Process

The purchase decision consists of several stages and processes before the consumer decides to make a purchase. Purchasing decisions are one of consumer behavior (Kotler and Armstrong in Priansa, 2017: 88). According to Kotler and Armstrong (2018:179), before making a purchase, in general, consumers will go through several stages first, such as need recognition, information search, evaluation of alternatives and then purchase decisions and post-purchase behavior.

Ha3: Social media and product diversity affect the purchasing decision process at Shukaku BBQ, Shabu & Agemono.

RESEARCH METHOD

The research method used in this research is descriptive-verificative method. According to Sugiyono (2017:147), the descriptive method is a method used to describe, explain and describe the variables studied without testing using statistical test equipment, while according to Sugiyono (2017:35), the verification method is used to test the hypothesis that has been determined by researchers using statistical test tools. The population used in this study is the people of Bandung City which are evenly distributed which is divided into 5 regions, namely North Bandung, South Bandung, East Bandung, West Bandung and Central Bandung. The sample size used is by using the iteration method because the number of population in this study is not known with certainty, which is as many as 120 people. According to Sitepu in Meiditia (2015), the use of the iteration method is in accordance with the analytical tools used in hypothesis testing.

RESULT AND DISCUSSION

Descriptive Analysis

Descriptive analysis aims to obtain a description of respondents' responses to social media, product diversity and purchasing decision processes at Shukaku BBQ, Shabu & Agemono Bandung. The results of respondents' responses for each indicator regarding social media, product diversity and the purchasing decision process of Shukaku BBQ, Shabu & Agemono Bandung and the analysis in more detail are as follows:

Table 3. Respondents' Responses to Statement Items on Social Media Variables

No.	Statement	Answer					Total Score	Average	Category
		5 (SS)	4 (S)	3 (KS)	2 (TS)	1 (STS)			
Social Presence									
1.	I often communicate on social media Instagram Shukaku BBQ, Shabu & Agemono	20	37	39	14	10	403	3,36	Good
2.	I often see Shukaku BBQ, Shabu & Agemono Instagram posts	31	52	27	7	3	461	3,84	Good
Media Richnes									
3.	Shukaku BBQ, Shabu & Agemono Instagram social media can reduce information ambiguity	24	46	35	6	9	430	3,58	Good
4.	Shukaku BBQ, Shabu & Agemono Instagram social media can reduce the inconvenience of giving information	26	48	31	10	6	441	3,67	Good
Self Disclosure									
5.	I often leave positive comments on Instagram Shukaku BBQ, Shabu & Agemono	21	38	40	12	9	410	3,42	Good
6.	I never leave negative comments on Shukaku BBQ, Shabu & Agemono	17	30	47	16	10	388	3,23	Quite Good
Average								21,1	
Total Average								3,52	Good

Source: Data Processing Result, 2021

Based on the results of the analysis in table 3, it shows that the respondents' responses to social media variables have an average value of 3.52 which is in the "Good" category.

Table 4.
Respondents' Responses to Items of Statements on Product Diversity Variables

No.	Statement	Criteria					Total Score	Average	Category
		5 (SS)	4 (S)	3 (KS)	2 (TS)	1 (STS)			
Brand Image Variation									
1.	Shukaku BBQ, Shabu & Agemono provide a wide variety of food	32	53	28	5	2	468	3,90	Good
2.	Shukaku BBQ, Shabu & Agemono provide a wide variety of drinks	28	49	30	7	6	446	3,72	Good
Product Completely Variation									
3.	Shukaku BBQ, Shabu & Agemono offer a complete range of drinks	15	30	52	13	10	397	3,31	Quite Good
4.	The variety of drinks provided by Shukaku BBQ, Shabu & Agemono is to my liking	20	41	40	11	8	414	3,45	Good
Product Size Variation									
5.	Shukaku BBQ, Shabu & Agemono provide various glass sizes (for hot drinks and cold drinks)	26	45	34	8	7	435	3,62	Good
6.	The size of the glass provided by Shukaku BBQ, Shabu & Agemono is according to my wishes	23	39	44	10	4	427	3,56	Good
Product Quality Variation									
7.	Although it has a variety of food and drinks, the quality is well maintained	29	38	36	10	7	432	3,60	Good
8.	Although it has a variety of food and drinks, cleanliness is guaranteed	22	41	43	9	5	426	3,55	Good
Average								28,71	
Total Average								3,59	Good

Source: Data Processing Result, 2021

Based on the results of the analysis in table 4, it shows that the respondents' responses to the product diversity variable have an average value of 3.59 which is in the "Good" category.

Table 5
Respondents' Responses to Items in the Statement of Purchase Decision Process Variables

No.	Statement	Criteria					Total Score	Average	Category
		5 (SS)	4 (S)	3 (KS)	2 (TS)	1 (STS)			
Need Recognition									
1.	I made a purchase out of necessity	16	33	52	11	8	398	3,32	Quite High
2.	I have a desire to find information about Shukaku BBQ, Shabu & Agemono before making a purchase	30	38	38	9	5	439	3,66	High
Information Search									
3.	I can easily find information about Shukaku BBQ, Shabu & Agemono on social media	20	35	49	10	6	413	3,44	High
4.	I can easily find Shukaku BBQ, Shabu & Agemono reviews on social media	26	42	39	8	5	436	3,63	High
Alternative Evaluation									
5.	Shukaku BBQ, Shabu & Agemono offer lower prices compared to other competitors	17	31	49	15	8	394	3,29	Quite High
6.	I use Shukaku BBQ, Shabu & Agemono as the main alternative if you want to make purchases at all you can eat restaurants	15	17	62	15	11	370	3,08	Quite High
Buying Decision									
7.	I made a purchase with Shukaku BBQ, Shabu & Agemono due to recommendations from the closest people (friends and family)	13	28	59	13	7	387	3,22	Quite High
8.	I made a purchase at Gudang Rasa Shukaku BBQ, Shabu & Agemono after evaluating other all you can eat restaurants	11	29	58	10	12	377	3,14	Quite High
Post Purchase Behavior									
9.	I have the urge to recommend	10	36	54	14	6	390	3,25	Quite High

No.	Statement	Criteria					Total Score	Average	Category
		5 (SS)	4 (S)	3 (KS)	2 (TS)	1 (STS)			
	Shukaku BBQ, Shabu & Agemono to others								
10.	I have the urge to repurchase Shukaku BBQ, Shabu & Agemono because I'm satisfied	13	27	59	12	9	383	3,19	Quite High
Average								33,22	
Total Average								3,32	Quite High

Source: Data Processing Result, 2021

Based on the results of the analysis in table 5, it shows that the respondents' responses to the purchasing decision process variable have an average value of 3.32 which is in the "High Enough" category.

RESULT

Path Coefficient Test

Table 6. Structural Equation

Structural Equations

$$\begin{array}{ccccccc}
 RI & = & 0.60 & + & 0.29*MS & + & 0.75*KP, \text{ Errorvar.} = 0.19, R^2 = 0.57 \\
 & & (0.05) & & (0.05) & & (0.24) & & (0.041) \\
 & & 11.43 & & 5.52 & & 3.99 & & 4.02
 \end{array}$$

From the results of calculations using LISREL software version 8.8, hypothesis testing is done by comparing the value of tcount with ttable. Determination criteria for rejection of H_0 if tcount is greater than ttable. The following are the results of partial hypotheses testing:

$$t\text{-count} = \rho_{yx1} = 11,43 ; t\text{-table} = 1,98; \text{ so } t\text{-count} > t\text{-table} ; H_0 \text{ rejected}$$

$$t\text{-count} = \rho_{yx2} = 5,52 ; t\text{-table} = 1,98; \text{ so } t\text{-count} > t\text{-table} ; H_0 \text{ rejected}$$

From the path test results obtained objective information that the path coefficient X_1 to Y statistically has an effect (reject H_0). This gives an indication that social media variables have an effect on the purchasing decision process, while the path coefficient X_2 to Y is statistically influential (reject H_0). This gives an indication that the product diversity variable has an effect on the purchasing decision process.

Table 7. Correlation Matrix

Correlation Matrix of Y and X

PKP	KP	MS	
PKP	1.00		
KP	0.83	1.00	
MS	0.68	0.57	1.00

Based on the table above shows that:

1. The strong relationship between social media (X_1) and the purchasing decision process (Y) is 0.68. This shows that the reciprocal relationship between social media and the purchasing decision process reaches a level of 68% or in other words the relationship between the two variables is included in the level of a strong relationship because it is in the interval 0.60 - 0.799.
2. Strong relationship between product diversity (X_2) and the purchasing decision process (Y) is 0.57. This shows that the reciprocal relationship between product diversity and the purchasing decision process reaches a level of 57% or in other words the relationship between the two variables is included in the level of a fairly strong relationship because it is in the interval 0.40 – 0.599.
3. The strong relationship between social media (X_1) and product diversity (X_2) on the purchasing decision process (Y) is 0.83. This shows that the reciprocal relationship between social media and product diversity reaches the level of 83% or in other words the relationship between the three variables is included in the level of a very strong relationship because it is in the interval 0.80 - 1,000.

Hypothesis Test

Standardized Solution Structural Model

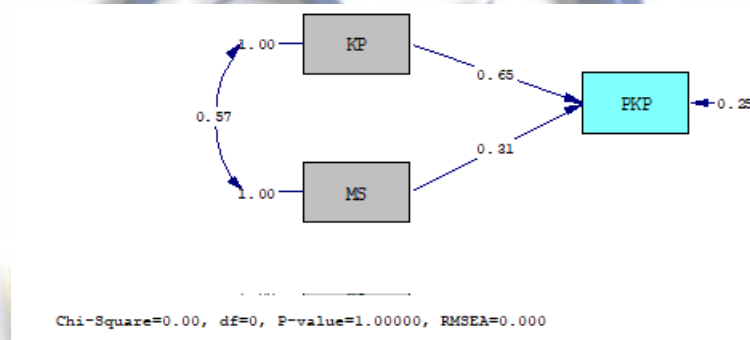


Figure 1. Structural Relation between X_1 , X_2 and Y

Based on the table and path diagram above, it shows that:

1. The direct effect of social media variables (X_1) on the purchasing decision process (Y) is 0.65 (squared = 0.652). This means that social media affects the purchasing decision process by 42.25%.
2. The direct effect of the product diversity variable (X_2) on the purchasing decision process (Y) is 0.31 (squared = 0.312). This means that knowledge affects the purchasing decision process by 9.61%.
3. The direct effect of the three variables simultaneously on social media (X_1) and product diversity (X_2) on the purchasing decision process (Y) is 0.57 or 57%. This means that the two variables, namely social media and product diversity, affect the purchasing decision process by 57%.
4. The effect of the residual variable (e) on the purchasing decision process (Y) is 0.25 or 25%. This means that the purchasing decision process is also strongly influenced by other factors such as price, product quality, location or other variables, which is 25%.

After calculating the magnitude of the path coefficient, then testing the path coefficient, both as a whole and individually. For testing the overall path coefficient, the test hypothesis is first made, namely:

$$H_0 : \rho_{yx1} = \rho_{yx2} = 0$$

$$H_a : \rho_{yx1} = \rho_{yx2} \neq 0$$

From the calculation to find the value of F, the formula is used:

$$\begin{aligned}
 F_{hitung} &= \frac{(n - k - 1)R^2Y(X1, X2)}{k(1 - R^2Y(X1, X2))} \\
 &= \frac{(120 - 2 - 1) \times (0,57)}{2(1 - 0,57)} \\
 &= 77,55
 \end{aligned}$$

Description :

R = Coefficient of multiple determination

k = Number of independent variables

n = Total Sample

The following are the results of simultaneous hypotheses testing: F-count = 77.55; F-table = 3.07; then F-count > F-table ; H₀ is rejected From the simultaneous test results show that H₀ is rejected, it can be interpreted that simultaneously or simultaneously the two variables, namely social media (X₁) and product diversity (X₂) affect the purchasing decision process (Y).

DISCUSSION

Based on the results of testing the first hypothesis, it was obtained that the social media variable had an effect on the purchasing decision process because $t_{count} 11.43 > t_{table} 1.98$, meaning Ha was accepted and H₀ was rejected. This research is in line with previous research conducted by Indriyani and Atita (2020), that social media has a positive and significant effect on purchasing decisions because if social media has a stronger influence, the purchasing decisions that will be made by consumers will be higher. In general, consumers will look for information first on social media to find information about the goods or services they will buy before making a purchase of goods or services.

Based on the results of testing the second hypothesis, it is obtained that the product diversity variable affects the purchasing decision process because $t_{count} 5.52 > t_{table} 1.98$, meaning Ha is accepted and H₀ is rejected. This study is in line with previous research conducted by Rachmawati and Finisica (2021), that product diversity has a significant effect on purchasing decisions. Product diversity has a close relationship with purchasing decisions because with the diversity of products provided by the restaurant, consumers will have various choices and consumers can adjust the products they will buy according to their wishes. Product diversity is an effort made by the restaurant to meet and complement consumer needs.

Based on the results of testing the third hypothesis, it was obtained that social media variables and product diversity affect the purchasing decision process because $F_{count} 77.55 > F_{table} 3.07$, meaning Ha is accepted and H₀ is rejected. This research is in line with previous research conducted by Rofiah (2020), that social media variables and product diversity have a significant effect on purchasing decisions. That is, the use of social media and the variety of products provided by a company or restaurant are factors that can influence consumer desire to make a purchase.

COCLUSION AND SUGGESTION

Conclusion

Based on the results of research and discussion, it can be concluded as follows:

1. Social media owned by Shukaku BBQ, Shabu & Agemono can be put to good use. The variety of products owned by Shukaku BBQ, Shabu & Agemono can be said to be good. The process of purchasing decisions made by consumers can be said to be quite high.

2. Social media affects the purchasing decision process because $t_{\text{count}} 11.43 > t_{\text{table}} 1.98$. This shows that social media (X_1) partially influences the decision to make a reservation (Y) at Shukaku BBQ, Shabu & Agemono Bandung.
3. Product diversity affects the purchasing decision process because $t_{\text{count}} 5.52 > t_{\text{table}} 1.98$. This shows that product diversity (X_2) partially affects the purchasing decision process (Y) Shukaku BBQ, Shabu & Agemono Bandung.
4. Social media and product diversity affect the purchasing decision process because $F_{\text{count}} 77.55 > F_{\text{table}} 3.07$, this shows that social media (X_1) and product diversity (X_2) simultaneously affect the purchasing decision process (Y) on Shukaku BBQ, Shabu & Agemono Bandung.

Suggestion

Based on the conclusions that have been described, the suggestions that can be put forward are:

1. Steps that can be taken to improve social media, namely by placing employees who specifically handle social media used by Shukaku BBQ, Shabu & Agemono Bandung so that questions or comments given by consumers can be answered quickly because of the many negative comments made because slow response to questions asked by consumers.
2. Steps that can be taken to take advantage of product diversity, namely by paying more attention to the variety of drinks provided because the variety of drinks provided is not as much as the variety of food provided.
3. Steps that can be taken to improve purchasing decisions, namely by providing offers in the form of attractive promos, which are not offered by other all you can eat restaurants so that consumers always choose Shukaku BBQ, Shabu & Agemono Bandung if they want to make purchases at all you restaurants can eat.
4. Suggestions for other researchers, namely, to add other variables that can affect the purchasing decision process, such as price, product quality, location and so on.

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