
THE EFFECT OF FOOD QUALITY, SERVICE QUALITY, PRICE AND STORE ATMOSPHERE ON CONSUMERS' BUYING INTEREST

Nur Annisa Nabila*, Damelina Basauli Tambunan
Universitas Ciputra Surabaya, Jawa Timur, Indonesia
Emails: nisa.nabila1997@gmail.com, damelina@ciputra.ac.id

ABSTRACT:

Business competition in the modern era is now increasingly crucial. With uncertain economic conditions due to the Covid-19 pandemic, it is a disaster for culinary entrepreneurs who are just starting and haven't got many regular customers. With this problem, restaurateurs must think about improving their marketing strategies to showcase their products. Competition forces culinary entrepreneurs to compete and always innovate and serve satisfying services to meet customer needs. This study tested the variables supporting the culinary business to determine how consumers' buying interests emerged, including food quality, service quality, price and store atmosphere. This study uses quantitative methods using primary data types (questionnaires), which are tested using multiple linear regression analysis methods. This type of research is correlational because this study tested how the relationship between the existing independent variables (X1, X2, X3 and X4) influence the dependent variable (Y). The population of this research is all people in Surabaya who are more than 16 years old, where the population is known to be adjusted to the average number of consumers of Aluan Resto for one month, namely 100 people with 80 people taking the sample using the solving formula. The results of this study reveal that all the variables (X) studied have a positive and significant influence on buying interest (Y).

Keywords: Food Quality, Quality of service, Price, Store atmosphere, Purchase intention, Covid - 19

Article History

Received: December 10 2023

Revised: January 10 2023

Accepted: January 26 2023

DOI: xxx

INTRODUCTION

In modern times today, competitors in the culinary business are very crucial. The unpredictable economic situation due to the Covid-19 pandemic makes it a disaster for restaurant entrepreneurs who are just starting out and have not yet gained many regular consumers. With this problem, restaurant entrepreneurs must consider improving their marketing strategy to showcase their products (Kotler & Keller, 2012a). Entrepreneurs in the food industry are forced by fierce competition to compete, continue to innovate and offer satisfactory services to meet client expectations. Almost 10% of the Covid-19 transition period of customer visits decreased, this was also due to a reduction in visitor capacity and also the PSBB period carried out to overcome the spread of Covid-19.

Kunjungan Restoran Justru Berkurang di Sejumlah Kota saat PSBB Transisi II

Perbandingan Tingkat Kunjungan Restoran Sebelum PSBB II & Masa Transisi PSBB II (Mandiri Institute, 24 November 2020)

Sumber: Mandiri Institute, 24 November 2020

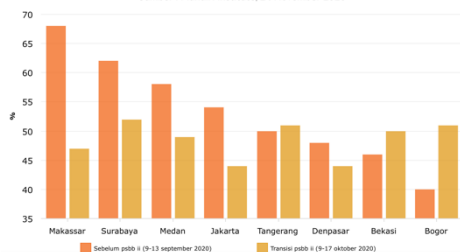


Figure 1. Restaurant Visit Data During PSBB Transition II

Source: Mandiri Institute, 24 Nov 2020

This impact makes restaurant entrepreneurs rack their brains on how to prevent the restaurant from going bankrupt and still be able to run it even though it is very limited. At the beginning of 2022, the

Covid-19 period began to fall with PPKM level 1 rules valid from March 22 to April 4, 2022 (Julian et al., 2022). With this announcement, culinary business players have begun to pursue the consumer market, which has been decreasing. A large number of immigrants is also very influential for culinary business people so that the taste of dishes can be known by many people and get various inputs from various types of existing customers.

The COVID-19 pandemic and lockdowns have resulted in changes to the global food system and consumers' eating habits, both what they eat and where they are eaten. Since the lockdown, food and beverage purchases have increased by 19%. More purchases are being made at convenience stores, local outlets such as independent butchers, and increased online shopping (Armstrong & Reynolds, 2020). As the food system shifts towards the 'New Normal', policymakers must understand changing perceptions, preferences and consumer confidence in food.

Following the COVID-19 outbreak as well, the World Health Organization (WHO) has been reporting on ways to minimize the risk of food and prevent food from being contaminated. The WHO states that it is highly unlikely that COVID-19 can be infected through food. The report highlights the importance of maintaining consumer confidence in food availability and safety (Nasution, 2020). Trust in media communication is rising during times of fear of food products that have the potential to cause a greater negative impact on

perceptions of food product safety and buying interest (Chambers et al., 2007). In addition, consumers associate factors such as production method, origin and quality mark with safety in food products (Röhr et al., 2005). As a result, several factors beyond the WHO's advice can impact consumers' perceptions of how safe food is to consume. Because the perception of safety in food products is related to food choices and consumer demand (Grunert, 2005), it is key to how consumers view safety in food products in light of the COVID-19 pandemic.

Corporate actors must focus on the quality of their products if they want to achieve business profitability. According to (Canny, 2014), restaurants and cafes must be able to offer acceptable foods to eat, including foods with the right temperature, freshness, and shape.

Starting a culinary business where people still follow government regulations isn't easy. It is better to stay at home to reduce the spread of the Covid-19 virus, with that the management of Alunan Resto must pay attention to all forms of regulations regarding food and restaurants and also prioritize the quality of food so that consumers also trust and are not afraid to visit restaurants after the PPKM takes place. With the difficulty of building a new restaurant during a transition period like today, many phenomena are difficult to run because of limitations, one of which is difficult to cause a sense of trust in consumers to try new dishes or restaurants,

so the thing that must be considered first is the nature of food quality.

Good service in a restaurant is just as important as good cuisine because each server has a certain strength in the client, from greeting them when they arrive until they bring the food to their table. And Alunan Resto maintains the cleanliness and sterility of goods and food as well as a place so that consumers feel comfortable. Service quality can be evaluated from 5 perspectives, including tangible, empathy, reliable, assurance, and responsiveness in fostering customer happiness, according to (Ryu et al., 2012).

The service at Alunan Resto is of very high quality, and tangible evidence of such quality includes the company's ability to show its legitimacy to outsiders by letting them see the real state of the restaurant. The ability to deliver a well-delivered and adequate service is a dimension of reliability itself. Meanwhile, there is a responsiveness from the company to produce fast (responsive) services to consumers. And the dimension of assurance is the knowledge of how to cultivate trust in customers and empathy, which is to provide a sense of sincerity and courtesy towards customers from all existing services.

Food lovers no longer prioritize price, quality, and service (Ryu & Han, 2010). Before choosing to visit a café or restaurant, customers often consider how comfortable and pleasant it is. Some customers visit the restaurant to enjoy the atmosphere (Ryu & Han, 2011). The consumer can judge a business's identity based on the decoration

of its stores or, more broadly, the quality of its products compared to its competitors' marketing (Kotler, 1973). Unlike advertisements that are only generated through visuals, the store's atmosphere will directly express the quality of the product (Herawati & Mulyani, 2016). Baker et al. (1994) also stated that if we display the store in good condition and an elegant setting, it is clear that the business will make a good first impression on customers.

The store environment inside the restaurant has an important role in influencing the customer's willingness to make a purchase. An inviting environment is essential to encourage clients to purchase, increasing revenue (Ryu & Jang, 2006). Here are some reviews given by consumers:

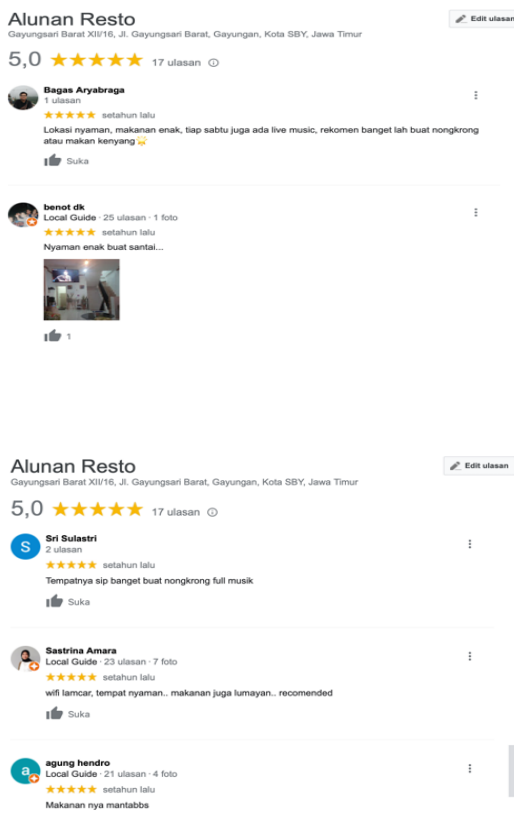


Figure 2. Consumer Reviews
Source: Google (Alunan Resto)

One of the comparisons of one of Alunan Resto's competitors in a similar restaurant industry that has been accepted and known to the public is the Solaria restaurant. Butter fried chicken rice, fried rice anchovies, kwetiau flush chicken, chicken cordon bleu and many other menus are available at the family-friendly restaurant Solaria was founded in 1991 and first has a location in Lippo Cikarang, 200 restaurants operating under the name Solaria spread across 31 provinces and 55 major cities in Tangerang. With a concept and menu almost similar to Alunan Resto, it is certainly a phenomenon where new companies where products that have been available in the market and have been proven to be accepted by the public experience a problem. In contrast, restaurants similar to Alunan Resto, namely Solaria, can still survive and develop. Mengamati, several things distinguish, including the quality of products and restaurant services to its consumers. Comparing Alunan Resto's food menu with Solaria is judged by competitive prices and almost the same choices.

Knowing how customers make purchasing decisions requires an understanding of psychological processes (Kotler & Keller, 2012b). Restaurants can be evaluated based on the following categories: cuisine, business, social, location and accessibility, service, cleanliness and hygiene, environment, and price, according

to (Chen et al., 2008). Other considerations affect whether or not a restaurant is good besides quality and quantity; This consideration is referred to as a dining experience. Every customer, male and female, who has a variety of attributes and characteristics, can rate their dining experience.

Based on the formulation of the problem above, the research exploration aims to examine the effect of food quality on customer interest in buying at Alunan Resto. Examine how the level of customer service affects their willingness to make purchases at the Alunan Restaurant. Researching how price affects customers' interest in buying at Alunan Resto. Researching how the retail environment of Alunan Resto affects customer interest in making purchases.

RESEARCH METHODS

This research method uses multiple linear regression analysis and quantitative methods using fundamental data sources (questionnaires). Because it explores the interactions between independent variables (X1, X2, X3, and X4) and how these associations impact dependent variables, this type of research is known as correlational research (Y).

Surabaya was chosen as the research site, and 2022 was the research time. The population comes from all the units or components that the researcher is interested in and all the components from which the sample is taken. The population can take any form, including communities, organizations, groups of people, organizations, or items from which samples will be taken and assessed (Aditya &

Immanuel, 2019). Participants in this study were 100 new customers who visited Alunan Resto on average once a month for one month.

Predefined sample types and calculated by the Slovin formula by the equation:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{100}{1 + 100(0,05)^2}$$

$$n = 80$$

Source: www.spsstatistik.com

Information:

n = Number of samples

N = Total population

e = Margin of error

The minimum sample number for this study was 80, according to the above calculations, with a margin of error of 5% or 0.05.

The data types used use questionnaire-based interval data that have been classified or categorized. Primary data is one type of information used in this study. First-party responses to questionnaires sent to parties involved in the study are the source from which primary data are collected. The questionnaires or surveys used to collect data for this study contain various questions carefully designed for respondents to answer (Prayogo et al., 2019).

Customers at Alunan Resto in Surabaya are asked to fill out a survey. The impact has left restaurateurs having to rack their brains on how to get. Following the COVID-19 outbreak as well, the World

Health Organization (WHO) has published guidelines to minimize food risks and prevent food from being contaminated.

Data analysis using traditional assumption tests and regression models tested for residual normality, multicollinearity, autocorrelation, and heteroskedasticity because they are required to create a regression model that has accurate estimates and reliable testing steps.

Normalcy test findings, known as residuals, determine whether a typical data sample of an entire population is. The Kolmogorov-Smirnov test was used to assess whether the study was normal. (Pramesti & Ario, 2021) The following prerequisites must be met: The data is considered regularly distributed if the significance value is higher than 0.05.

When two or more independent variables correlate, this condition is known as multicollinearity. (Pramesti & Ario, 2021) asserts that the onset of multicollinearity can be predicted using the value of VIF (Variance Inflation Factor), a quadratic standard deviation used to evaluate how close the relationship of independent variables is. When the value of the VIF exceeds 10, multicollinearity occurs. In this study, multicollinearity was tested using the regression model's VIF (Variance Inflation Factor) value. Data is declared not multicollinearity if the VIF value is less than 10.

When two or more independent variables correlate, this condition is known as multicollinearity. (Pramesti, 2021) claims

that the value of VIF (Variance Inflation Factor), which is the same as the standard deviation squared and used to assess the degree of dependence between independent variables, can be used to predict the formation of multicollinearity. The sign of multicollinearity is a VIF value greater than 10. This study used the regression model's VIF (Variance Inflation Factor) value as a multicollinearity testing method. The data is declared not multicollinearity if the VIF value is less than 10:

1. $D.U. < D.W. < \text{the next } 4-DU$, H_0 accepted, shows a lack of autocorrelation.
2. $D.W. < DL$ or $D.W. > 4-DL$; thus, H_0 is rejected, indicating the presence of autocorrelation.
3. $DL < D.W. < D.U.$ or $4-DU < D.W. < 4-DL$, rejected, indicating an autocorrelation.

According to (Suryadi et al., 2014), heteroskedasticity is characterized by different residual variances for each observation on the regression model. Fit regression models should have heteroskedasticity. The Glejser test was used in this investigation. There is no heteroskedasticity if the significance threshold exceeds 0.05.

This regression is used as a test of research data to see if there is a linear relationship between four or more independent variables and one dependent variable (Suryadi et al., 2014). Here's the multiple linear regression formula used in this study:

Information:

The Effect Of Food Quality, Service Quality, Price and Store Atmosphere On Consumers' Buying Interest

- Y = Buying Interest Variables
- a = Constant
- X1 = Variable food quality
- b1 = Regression coefficient of variable food quality
- X2 = Variable Service Quality
- b2 = Regression Coefficient of variable service quality
- X3 = Variable price
- b3 = Variable price regression coefficient
- X4 = Variable large atmosphere
- b4 = Variable store atmosphere regression coefficient

RESULTS AND DISCUSSION

Respondents who know Alunan Resto and respondents who are consumers of Alunan Resto are the criteria in this study. The subjects of this study were Alunan Resto consumers who were familiar with Resto strains and were sure to be interested in buying these strains. There were 80 total samples in this investigation. Here are the demographics of respondents:

Table 1. Respondent's Gender

Gender	Frequency	Presented
Men	26	32,5%
Woman	54	67,5%

Source: Primary Data Processing Results (2022)

The study showed that 67.5% of respondents were women and 32.5% were

men. The subjects of this study are Alunan Resto consumers who know Resto's sound and are interested in buying Resto music in their minds. These respondents must also know Alunan Resto and become consumers of Alunan Resto to qualify as respondents in this study. In this investigation, there were 80 total samples. The demographics of respondents by gender are as follows.

By determining the average (mean) of answers for each question indication, the descriptive analysis explains respondents' responses to each indicator. The range of answer classes in this study was also established; according to Lind et al. (2014), the calculation of class intervals was as follows:

$$i \geq \frac{H-L}{k}$$

$$= \frac{5-1}{5}$$

$$= 0,8$$

Information:

i = class range

H = highest class score

L = lowest grade score

k = Number of classes

Based on the class interval value calculation, the limit assessment level was obtained in this study with a class interval value of 0.8 which corresponds to table 2.

Table 2. Category Answer Assessment

Average Value	Category
1,00-1,80	Very Disagree
1,81-2,60	Disagree
2,61-3,40	Agree

3,41-4,20	Agree
4,21-5,00	Very Agree

Source: Data processed

Table 3. Mean and Standard Deviation of Food Quality Indicators

Variable	Indicator Questions	Mean	S.D.
U Kuwings Food (X1)	Food and drinks in Alunan Resto are served with an interesting colour composition (X1.1)	4,10	0,772
	Food and drinks in Alunan Resto are served with an attractive appearance (X1.2)	3,95	0,884
	Food and drinks at Alunan Resto are served in satisfactory portions (X1.3)	3,98	0,834
	Food and drinks in Alunan Resto are served in an interesting shape (X1.4)	3,91	0,916
	Food and drinks at Alunan Resto are served in satisfactory portions (X1.5)	4,10	0,850
	Food and drinks in Alunan Resto are served with good product texture (X1.6)	4,00	0,885
	Food and drinks in Alunan Resto are served with a delicious aroma (X1.7)	3,97	0,885
	Food and drinks at Alunan Resto are served with a good level of doneness (X1.8)	3,88	0,954
	Food and drinks at Alunan Resto are served with good taste (X1.9)	4,02	0,826
	Total		4,00

Source: Primary Data Processing Results (2022)

From Table 3, it can be concluded that the highest perception of respondents regarding food quality lies in the questions "Food and drinks in Alunan Resto are served with an attractive colour composition" in indicator X1.1 and "Food and drinks in Alunan Resto are served with satisfactory portions" which is with an average of 4.10 on indicator X1.5. In contrast, the lowest perception lies in the statement, "Food and drinks in Alunan Resto are served in an interesting shape", with an average of 3.91 on the indicator X1.4. Overall, the total average respondent's answer to the food quality variable, which is 4.00, shows that

the quality of food received by consumers can be said to be good with the lowest standard deviation with a value of 0.772 on indicator X1.1 which shows that respondent's answer on indicator X1.1 has the lowest variation when compared to other variations.

Table 4. Mean and Standard Deviation of Service Quality Indicators

Variable	Indicator Questions	Mean	S.D.
Quality Service (X2)	Quality of service Alunan resto responsive (X2.1)	4,03	0,848
	The quality of alan resto service is guaranteed to be good (X2.2)	4,21	0,822
	The quality of Alunan Resto services has a real impact (X2.3)	4,11	0,811
	The quality of Alunan Resto's service is very empathetic to consumers (X2.4)	4,18	0,797
	Alunan Resto's service quality is reliable (X2.5)	4,08	0,859
Total		4,12	

Source: Primary Data Processing Results (2022)

From the results of Table 4, it can be seen that the highest perception of respondents regarding service quality lies in the question "The quality of Alunan Resto service is guaranteed to be good", which with an average of 4.21 on the X2.2 indicator. In contrast, the lowest perception lies in the statement "Alunan resto responsive service quality", with an average of 4.03 on the indicator" X2.1. Overall, the total average respondent's answer to the food quality variable, which was 4.12, shows that the quality of service received by consumers can be said to be good with the lowest standard deviation of 0.797 in indicator X2.4 which shows that

respondents' answers on indicator X2.4 of all variants have the least variation.

Table 5. Mean and Standard Deviation of Price Quality Indicators

Variable	Indicator Statement	Mean	S.D.
Price (X3)	Product Prices in Alunan Resto follow the quality of the products served (X3.1)	3,95	0,870
	Product Prices in Alunan Resto according to the target market (X3.2)	4,07	0,742
	Product prices in Alunan Resto have attractive and satisfying discounts (X3.3)	4,22	0,615
	Product prices at Alunan Resto provide more benefits to consumers under certain conditions (for example, discounts due to members, discounts when making transactions with certain amounts, etc.) (X3.4)	4,08	0,749
Total		4,08	

Source: Primary Data Processing Results (2022)

From the results of Table 5, it can be seen that it turns out that the highest perception of respondents regarding prices lies in the question "Product prices in Alunan Resto there are attractive and satisfactory discounts", namely with an average of 4.22 on the X3.3 indicator. In contrast, the lowest perception lies in the statement, "Product prices in Alunan Resto are following the quality of the products served", with an average of 3.95 on the X3.1 indicator. Overall, the total average respondent's answer to the price variable, which is 4.08, shows that the price received by consumers can be said to be good with the lowest standard deviation, which is worth 0.615 on the X3.3 indicator, which shows that the respondent's answer on the

X3.3 indicator has the lowest variation when compared to other variations.

Customer behaviour is related to the phenomenon that affects consumers visiting this restaurant, and customers may feel uncomfortable visiting this place because it is new. The strategy used can be marketing and promotion. In addition, a persuasive event invited visitors to try Alunan Resto, although, at that time, the event was prohibited to prevent the spread of Covid 19. Customer behaviour is related to the phenomenon that affects consumers visiting this restaurant, and customers may feel uncomfortable visiting this place because it is new. The strategy used can be in the form of marketing and promotion (Rachmad et al., 2022).

In addition, a persuasive event invited visitors to try Alunan Resto, although, at that time, the event was prohibited to prevent the spread of Covid 19. Customer behaviour is related to the phenomenon that affects consumers visiting this restaurant, and customers may feel uncomfortable visiting this place because it is new. The strategy can be marketing and promotion (Ariani et al., 2020). In addition, a persuasive event invited visitors to try Alunan Resto, although, at that time, the event was prohibited to prevent the spread of Covid 19. Customer behaviour is related to the phenomenon that affects consumers visiting this restaurant, and customers may feel uncomfortable visiting this place because it is new. The strategy used can be marketing and promotion. In addition, a persuasive event invited visitors to try

Alunan Resto, although, at that time, the event was prohibited to prevent the spread of Covid 19. Customer behaviour is related to the phenomenon that affects consumers visiting this restaurant, and customers may feel uncomfortable visiting this place because it is new. The strategy used can be marketing and promotion.

In addition, a persuasive event invited visitors to try Alunan Resto, although, at that time, the event was prohibited to prevent the spread of Covid 19. Customer behaviour is related to the phenomenon that affects consumers visiting this restaurant, and customers may feel uncomfortable visiting this place because it is new. The strategy used can be marketing and promotion. In addition, there are persuasive events that invite visitors.

Table 6. Mean and Standard Deviation of Store Atmosphere Indicators

Variable	Indicator Questions	Mean	S.D.
Store Atmosphere (X4)	Shop Atmosphere in Alunan Resto has good aesthetic facilities (X4.1)	4,25	0,684
	The atmosphere of shop in Alunan Resto has a very comfortable atmosphere (X4.1)	4,23	0,679
	Store Atmosphere in Alunan Resto has good lighting (X4.3)	4,17	0,568
	Shop Atmosphere in Alunan Resto has a good table layout (X4.4)	4,28	0,532
	Store Atmosphere in Alunan Resto has an attractive interior layout (X4.5)	4,17	0,651
	The atmosphere of the shop in Alunan Resto is equipped with staff who wear neat and polite attributes and follow the restaurant concept (X4.6)	4,23	0,600
	Total	4,22	

Source: Primary Data Processing Results (2022)

From the results of Table 5.6, it can be seen that the highest perception that comes from respondents regarding the atmosphere of the store lies in the question, "The atmosphere of the shop in Alunan Resto has a good table layout" which is with an average of 4.28 on the X4.4 indicator. In contrast, the lowest perception lies in the statement, "The atmosphere of the shop in Alunan Resto has good lighting", with an average of 4.17 on the X4.3 indicator. Overall, the total average respondent's answer to the price variable of 4.22 shows that the price received by consumers can be said to be good, with the lowest standard deviation of 0.532 on the X4.4 indicator, which shows that the respondent's answer on the X4.4 indicator has the lowest variation when compared to other variations.

Table 7. Mean and Standard Deviation of Buy Interest Indicators

Variable	Indicator Statement	Mean	S.D.
Buying Interest (Y)	I have an interest in buying Alunan Resto products both offline (Dine in and take away and online (Gofood, ShopeeFood and GrabFood)	4,16	0,538
	I recommend Alunan Resto products to my colleagues	4,15	0,530
	I make Alunan Resto products as my main reference when buying food/drinks	4,38	0,665
	I found out about the products sold in Alunan Resto	4,46	0,634
	Total	4,28	

Source: Primary Data Processing Results (2022)

The results of Table 7 show that the highest perception of respondents regarding buying interest lies in the question "I find out about the products sold

The Effect Of Food Quality, Service Quality, Price and Store Atmosphere On Consumers' Buying Interest

at Alunan Resto", with an average of 4.46. In contrast, the lowest perception lies in the statement, "I recommend Alunan Resto products to my colleagues," with an average of 4.15. Overall, the total average respondent's answer to the price variable of 4.28 shows that the buying interest received by consumers can be said to be good with the lowest standard deviation of 0.530, which shows that the respondent's answer to the question "I recommend Alunan Resto products to my colleagues" varies the least compared to other versions.

A validity Test is the ability of a research instrument to assess the variables needed in the research indicated by its validity as a tool or measuring instrument. If the results of the r test calculate $\geq r$ table with a significance threshold of 5% positive, then the research question is considered valid. This test used a product moment relationship and 100 respondents, with a massive rate of 5%. With $n = 80$ and $df = 80 - 4 = 76$, the table r value is 0.2227.

Table 8. Hasil Uji Validitas

Variable	Statement	r count	r tabel	Conclusion
Food Quality (X ₁)	Item 1	0,558	0,2227	Valid
	Item 2	0,715	0,2227	Valid
	Item 3	0,701	0,2227	Valid
	Item 4	0,706	0,2227	Valid
	Item 5	0,678	0,2227	Valid
	Item 6	0,568	0,2227	Valid
	Item 7	0,613	0,2227	Valid
	Item 8	0,656	0,2227	Valid
	Item 9	0,624	0,2227	Valid
Quality of Service (X ₂)	Item 1	0,749	0,2227	Valid
	Item 2	0,717	0,2227	Valid
	Item 3	0,860	0,2227	Valid
	Item 4	0,799	0,2227	Valid
	Item 5	0,827	0,2227	Valid
Price (X ₃)	Item 1	0,779	0,2227	Valid
	Item 2	0,790	0,2227	Valid
	Item 3	0,807	0,2227	Valid
	Item 4	0,675	0,2227	Valid

Store Atmosphere (X ₄)	Item 1	0,823	0,2227	Valid
	Item 2	0,831	0,2227	Valid
	Item 3	0,867	0,2227	Valid
	Item 4	0,798	0,2227	Valid
	Item 5	0,808	0,2227	Valid
	Item 6	0,760	0,2227	Valid
Buying Interest (Y)	Item 1	0,598	0,2227	Valid
	Item 2	0,638	0,2227	Valid
	Item 3	0,789	0,2227	Valid
	Item 4	0,767	0,2227	Valid

Source: Primary Data Processing Results (2022)

Based on the results of the validity test of some of these claims, it is determined that the claims in the questionnaire as a research instrument are valid and can be used to continue the research process.

In the research carried out, there are several limitations, namely, the use of questionnaires has several limitations, including the possibility of respondents' assessment of research variables is temporary and is based on factors such as mood, honesty in filling out the questionnaire, work environment, and time evaluation (for example today, yesterday, and a week ago). There are drawbacks to using questionnaires in research, including that sometimes respondents' responses may not reflect the actual situation.

To stop the spread of the virus due to the Covid-19 pandemic, there are technological obstacles when providing questionnaires to respondents directly (door to door). As a result, it is carried out following health policy.

CONCLUSION

The conclusions in this study that can be reached based on the findings and debates in the previous chapter, namely di Alunan Resto, food quality has a good and considerable effect on customer interest. At Alunan Resto, service quality significantly and profitably affects customer interest in making purchases. In Alunan Resto, the price has a positive and noticeable influence on customers' desire to buy. The store atmosphere of Alunan Resto significantly and profitably affects customer interest in making purchases.

The advice from this research for companies, according to research that has been carried out, the interest of Alunan Resto customers in making purchases is influenced by the quality of food, service levels, prices, and the store environment. Based on the data obtained, companies are urged to maintain and improve the quality of food because good quality will help the business survive, and the people who work there continue to develop as creative and innovative thinkers, creating even more profits for others. As in restaurants with good food and drinks and a comfortable atmosphere, the level of service experienced and felt by the general public will affect people's interests. The quality of service can be further improved to promote a sense of consumerism. Maintaining the price while adjusting the quality of products sold at affordable prices.

Suggestions for subsequent researchers, due to the limitations of existing exploration, hope that exploration after this will complement or correct this

research by using broader variables and a wider population as well to be able to provide a better exploratory impact than this study.

BIBLIOGRAPHY

- Aditya, W. L., & Immanuel, D. M. (2019). Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Minat Beli Calon Konsumen Cucu. *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis*, 4(3), 360–371.
- Ariani, D. R., Ratnasari, S. L., & Tanjung, R. (2020). Pengaruh motivasi, lingkungan kerja, dan pengalaman kerja terhadap kinerja karyawan PT. Super Box Industries. *Jurnal Dimensi*, 9(1), 74–86.
- Armstrong, B., & Reynolds, C. (2020). China and the USA, a higher perceived risk for U.K. consumers in a post-COVID-19 food system: the impact of country of origin and ethical information on consumer perceptions of food. *Emerald Open Research*, 2.
- Canny, I. U. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioural intentions of casual dining restaurants in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1), 25–29.
- Chambers, S., Lobb, A., Butler, L., Harvey, K., & Traill, W. B. (2007). Local, national and imported foods: A qualitative study. *Appetite*, 49(1), 208–213.
- Chen, H., Liu, W., Davis, A. J., Jordán, F., Hwang, M., & Shao, K. (2008). Network position of hosts in food

- webs and their parasite diversity. *Oikos*, 117(12), 1847–1855.
- Grunert, K. G. (2005). Food quality and safety: consumer perception and demand. *European Review of Agricultural Economics*, 32(3), 369–391.
- Herawati, H., & Mulyani, D. (2016). Pengaruh kualitas bahan baku dan proses produksi terhadap kualitas produk pada UD. Tahu Rosydi Puspan Maron Probolinggo. *UNEJ E-Proceeding*, 463–482.
- Julian, B. A., Rosihan, A., & Alfani, H. (2022). ANALISIS FRAMING PEMBERITAAN KABURNYA SELEBGRAM RACHEL VENNYA DARI KARANTINA COVID-19 DI MEDIA ONLINE REPUBLIKA. CO. ID, DETIK. COM & KOMPAS. COM. *Jurnal MASSA*, 3(1), 29–44.
- Kotler, P. (1973). Atmospheric as a marketing tool. *Journal of Retailing*, 49(4), 48–64.
- Kotler, P., & Keller, K. L. (2012a). Manajemen pemasaran ed. *Ketiga Belas. Jilid, 2*.
- Kotler, P., & Keller, K. L. (2012b). Manajemen Pemasaran Jilid I Edisi ke 12. *Jakarta: Erlangga*, 27.
- Nasution, L. (2020). Pengaruh Gaya Kepemimpinan terhadap Kinerja Karyawan pada Dinas Perhubungan Provinsi Sumatera Utara. *Jurnal Ilmiah METADATA*, 2(2), 120–127.
- Pramesti, G. (2021). The least-squares estimator of a sinusoidal signal of diffusion process for discrete observations. *J. Math. Comput. Sci.*, 11(5), 6433–6443.
- Pramesti, G., & Ario, W. (2021). Mudah dan Menyenangkan Mengolah Data dengan SPSS Statistika 26. *Jakarta: Gramedia*.
- Prayogo, G. A., Kodrat, D. S., & Wiryakusuma, I. G. B. Y. (2019). FAKTOR-FAKTOR YANG MEMBENTUK BISNIS KELUARGA BERTUMBUH SECARA BERKELANJUTAN. *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis*, 4(2), 240–247.
- Rachmad, Y. E., Sudiarti, S., Fajariana, D. E., Kisworo, Y., Suryawan, R. F., Tanadi, H., Kusnadi, K., Susilawati, E., Yusran, R. R., & Juminawati, S. (2022). *Manajemen Pemasaran*.
- Röhr, A., Lüddecke, K., Drusch, S., Müller, M. J., & Alvensleben, R. V. (2005). Food quality and safety—consumer perception and public health concern. *Food Control*, 16(8), 649–655.
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioural intention in quick-casual restaurants: The moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), 310–329.
- Ryu, K., & Han, H. (2011). New or repeat customers: How does the physical environment influence their restaurant experience? *International Journal of Hospitality Management*, 30(3), 599–611.
- Ryu, K., & Jang, S. (2006). Intention to experience local cuisine in a travel destination: The modified theory of reasoned action. *Journal of Hospitality & Tourism Research*, 30(4), 507–516.
- Ryu, K., Lee, H., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioural intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223.
- Suryadi, Y., Susilowati, D. N., Lestari, P.,

Priyatno, T. P., Samudra, I. M., Hikmawati, N., Mubarik, N. R., & Mubarik, N. R. (2014). Characterization of bacterial isolates

producing chitinase and glucanase for biocontrol of plant fungal pathogens. *J Agric Technol*, 10(4), 983–999.

Copyright holder:

Nur Annisa Nabila*, Damelina Basauli Tambunan (2023)

First publication right:

Asian Journal of Engineering, Social and Health (AJESH)

This article is licensed under the following:

