

THE EFFECT OF PRODUCT QUALITY, *STORE ATMOSPHERE*, AND *BRAND IMAGE* ON THE PURCHASE DECISION OF MIE GACOAN RESTAURANT PRODUCTS IN LAMONGAN CITY

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Abstract

The latest culinary business opened in Lamongan City is a restaurant company called Mie Gacoan. Mie Gacoan is a subsidiary of PT Pesta Pora Abadi which has a trademark of the number one spicy noodle restaurant chain in Indonesia. This study aims to determine the effect of product quality, *store atmosphere*, and *brand image* on purchasing decisions for Mie Gacoan restaurant products in Lamongan City. The population in this study were consumers of Mie Gacoan restaurants in Lamongan City. This study uses a quantitative research method. Sampling using a non-probability sampling technique using a purposive sampling method and referring to the maholtra theory obtained results of 120 respondents. The results of this study indicate that partially and simultaneously the variables of product quality, *store atmosphere*, and *brand image* have a positive and significant effect on purchasing decisions. Based on the results of the R square value, the variables of product quality, *store atmosphere*, and *brand image* affect the purchasing decision variable by 64.5% so that the remaining 35.5% is influenced by other variables not examined in this study. This study contributes to adding to the literature that can be used as a reference for students to conduct further research and used as input for the management of the Mie Gacoan Lamongan restaurant to continue to develop. Further research is suggested to add other variables besides the variables that have been studied to provide a more comprehensive picture of purchasing decisions at the Mie Gacoan restaurant .

Keywords: Product Quality ; Store Atmosphere ; Brand Image ; Purchase Decision

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1. Introduction

The development of *the restaurant* and food industry has progressed along with the economic recovery *after the outbreak of the COVID-19* virus infection , causing competition in the culinary field to become increasingly tight. The tight competition in the *restaurant* and food industry means that industry players must be able to design programs and policies that satisfy consumers with characteristics, uniqueness, *innovation*, and excellence that suit their needs to achieve their stated goals. One strategy that needs to be decided is the marketing strategy, this plays an important role because the sustainability of the MSME business is highly dependent on *positive cash flow* . Many marketing strategies can be applied to increase sales, one of which is the marketing strategy carried out by MSME business people in Lamongan City , by utilizing social media to promote products using social media *platforms such as Instagram , Facebook , Tiktok , and WhatsApp* to promote products in *local and regional markets* . Lamongan is home to a large number of MSMEs (Micro Enterprises) Small and Medium Enterprises) in various sectors such as food industry, handicrafts, textiles, and agriculture. One of the latest culinary businesses opened in Lamongan City is a restaurant company called Mie Gacoan.

Mie Gacoan is a subsidiary of PT Pesta Pora Abadi which has a trademark of the number one spicy noodle restaurant chain in Indonesia. This restaurant business was first established in Malang in early 2016. Mie Gacoan offers spicy soup-free noodles served in a spacious room, with high-quality products and affordable prices, as well as a strategic location in the center of the crowd. Mie Gacoan restaurant is never empty of visitors because it has a spacious room with lots of chairs and a comfortable, *modern - themed atmosphere* that is perfect for relaxing with friends and family. One of the advantages of Mie Gacoan is its good quality and affordable price. Mie Gacoan itself has a spicy level ranging from 0 to 8. The menu offered includes Mie Suit, Mie Hompimpa, Mie Gacoan, and Dim Sum and Drinks. Mie Gacoan has a very affordable price with a price range starting from IDR 10,000, but if you buy this dish on an *online application* or *online motorcycle taxi driver* , the price may be slightly higher.

When deciding to buy a product, many factors are usually considered such as product quality, *store atmosphere*, and *brand image*. According to (February et al., 2020) , product quality is the ability of the product to perform its function. This includes overall product durability, reliability, accuracy, ease of use, ease of repair, and other product characteristics. In addition to product quality, store atmosphere also influences purchasing decisions, according to (Dwi Putra Hendro Ariantoro & Budhi, 2020) , *store atmosphere* is a combination of physical characteristics throughout the store, such as architecture, layout, lighting, displays, colors, temperature, music, and aroma, which form an image in the store that deliberately creates a store atmosphere, store owners try to convey information about product services, prices, and availability. In addition to these two variables, brand image also has an influence on purchasing decisions, according to (Alby Ahmada & Ibnu Fitroh Sukono Putra, 2024) , stating that brand

image can be defined as the overall *perception* of a brand, which consists of consumer information and previous experiences with a particular brand. Brand image relates to attitudes, beliefs, and *preferences* towards a particular brand.

Based on previous research on product purchasing decisions, researchers have different conclusions. Research conducted by (Okta Viana & Hartati, 2022) , shows that product quality does not affect purchasing decisions, while research conducted by (Hidayat & Utamaningsih, 2023) , shows that product quality has a *positive effect* on purchasing decisions. Regarding *the store atmosphere variable*, research conducted by (Luthfiah et al., 2023) , shows that *store atmosphere* has a *positive effect* on purchasing decisions. On the other hand, research conducted by (Budiono & Siregar, 2023) , shows that *store atmosphere* does not have a significant partial effect on purchasing decisions but has a simultaneous effect with other variables on purchasing decisions. Further research conducted by (Nur Fauziah, 2019) , shows that brand image influences purchasing decisions. Meanwhile, research (Liya et al., 2021) , shows that the brand image variable does not have a *positive* and significant influence on purchasing decisions.

background can include a detailed understanding of the weaknesses and gaps in previous research that need to be reviewed. This makes the author aim to expand previous research by developing or further testing theories and concepts as well as weaknesses in previous research found or suggested in the research.

2. Materials and Methods

Product Quality

Product quality is the elements contained in the goods or results that make them suitable for their intended use. According to (Sinulingga et al., 2021) , product quality is the overall features and *characteristics* of a product or service that affect the level of consumer trust in the product or service and how long that trust lasts. Product quality is very important for building customer loyalty to improve purchasing decisions .

Store Atmosphere

Store Atmosphere according to (Afdillah Pulungan et al., 2023) , store atmosphere is the consumption of the physical environment of the store, including *interior design*, layout, color, lighting, music, aroma, and other elements that affect the atmosphere to anything that affects a person's perception. Berman also said that consumer behavior can affect consumer satisfaction and *loyalty* because it can affect consumer emotions, *perceptions* and behavior when shopping. Therefore, it is important to create an attractive and comfortable atmosphere for consumers so that market owners can improve consumer experience and gain higher profits.

Brand Image

Based on opinion (Salsabila & Maskur, 2022) , brand image is a form of brand identity of a product offered to customers that can differentiate the product from its competitors. Brand image refers to attitudes, beliefs, and *preferences* towards a particular brand. Brands

that succeed in creating a positive image in the eyes of consumers can encourage purchasing decisions .

Buying decision

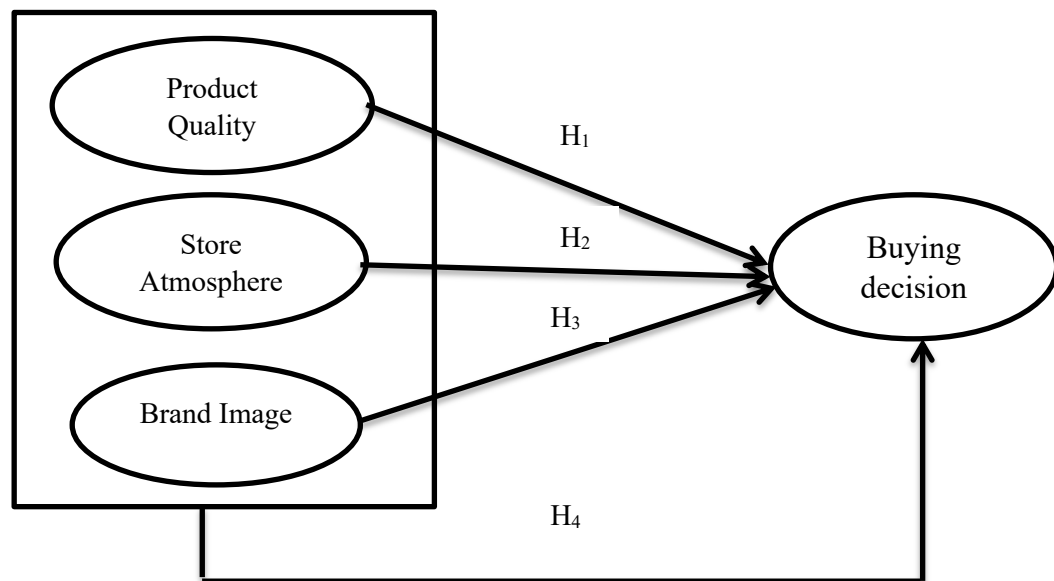
Purchasing Decisions by (Ristanto et al., 2023) , purchasing decision is a stage in the decision-making process where consumers actually buy the product. Specifically, the purchasing process consists of a series of events that begin with problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. According to (Jannah et al., 2019) , purchasing decisions are made after consumers identify a problem, search for news about a particular product or brand, and appreciate other ways to solve the problem. Purchasing decision making is a thought process in which an individual evaluates various options and makes a decision about a product from various profitable possibilities (Damayanti et al., 2023) .

2.1 Design Study

This study uses quantitative research using a survey method. The population in this study were consumers of Mie Gacoan restaurants in Lamongan City. The characteristics of respondents who could fill out this questionnaire were aged 16 years and over and a minimum education of high school. Sampling in this study used a non-probability sampling technique using a purposive sampling method and referring to the maholtra theory, the results obtained were 120 respondents .

2.2 Data Analysis

Data analysis was conducted using multiple linear regression method to determine the effect of each independent variable on the dependent variable. Before the regression analysis was conducted, the data was tested using validity and reliability tests to ensure measurement accuracy. In addition, classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests were also applied to meet the feasibility of the regression model used in this study. The results of this analysis will be used to interpret the relationship between the variables studied and to determine the implications of the research findings on marketing strategies and purchasing decisions. Data analysis was conducted by distributing questionnaires via Google form to consumers of Mie Gacoan restaurants in Lamongan City . After obtaining data in accordance with the number of samples that have been determined, the data was then processed or analyzed using the SPSS version 26 program.



Source: Processed by Researchers

Figure 1. Analysis Model

3. Result

In the data analysis technique utilizing instrument tests, including validity tests and reliability tests. Then applying the classical assumption test consisting of normality tests, multicollinearity tests, and heteroscedasticity tests. In the next stage, it is continued by testing the coefficient of determination (R^2), multiple linear regression tests, T tests (partial), and F tests (Simultaneous) .

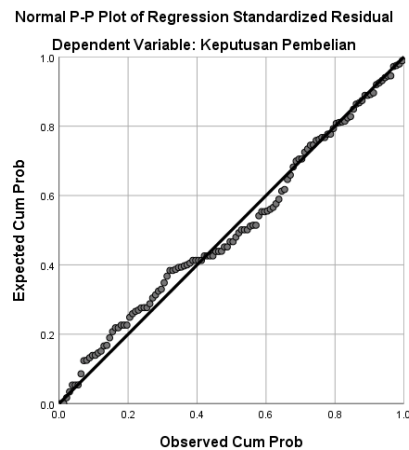
3.1 Validity Test

Validity Test aims to measure the validity of the questionnaire used in data collection. From the results of the analysis conducted by the researcher, it was found that all variables of product quality , *store atmosphere* , *brand image* , and purchasing decisions had a calculated r value $> r$ table. So it was concluded from the results that all instrument statements were valid.

3.2 Reliability Test

Reliability Test is usually done by calculating the *Cronbach Alpha* coefficient or *Cronbach Alpha method* . From the results of the study it can be seen that all variables of product quality, *store atmosphere* , *brand image* , and purchasing decisions have a *Cronbach alpha value* greater than 0.60, so this research instrument can be said to be reliable *to be used as a measuring tool*.

3.3 Normality Test



Source : SPSS 26 Statistical Output.

Figure 2. PP Plot Normal Graph

Based on the test results in the graph 2 above, which is the result of data analysis using SPSS version 26, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line, so the regression model meets the normality assumption, so that all variables consisting of product quality, *store atmosphere*, *brand image*, and purchasing decisions said to be normal.

3.4 Multicollinearity Test

Table 1
Multicollinearity Test Results

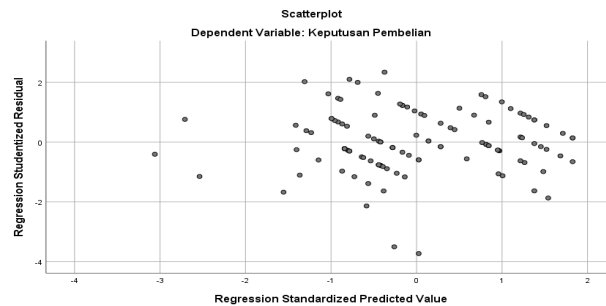
Coefficients ^a											
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero order	Partial	Part	Tolerance	VIF
1	(Constant)	2,099	1.376		1,525	.130					
	Product Quality	.195	.057	.218	3.409	.001	.552	.302	.189	.752	1.330
	Store Atmosphere	.243	.103	.199	2,367	.020	.676	.215	.131	.436	2.296
	Brand Image	.520	.087	.511	5.974	.000	.764	.485	.331	.418	2.390

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Output Results.

The results of the Multicollinearity Test show that the tolerance value of each variable has a value > 0.10 and a VIF value < 10 so it can be concluded that the data is free from multicollinearity.

3.5 Heteroscedasticity Test



Source: SPSS 26 Statistical Output

Figure 3. Heteroscedasticity Test

From the results of graph 3, it can be seen that the points are spread randomly, do not form a clear pattern, and are spread both above and below the number 0 (zero) on the Y axis, so there is no heteroscedasticity.

3.6 Test of Determination Coefficient (R^2)

Table 2

Results of the Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.635	1.282
a. Predictors: (Constant), Brand Image, Product Quality, Store Atmosphere				
b. Dependent Variable: Purchasing Decision				

Source: SPSS 26 Statistics Output.

From the results of the analysis of the table above, it can be seen that the R square is 0.645 or 64.5%, which means that the ability of the product quality, *store atmosphere* and *brand image variables* to influence purchasing decisions is 64.5%, while the remaining 35.5% is influenced by other variables that were not examined in this study.

3.7 Multiple Linear Regression Test

Table 3

Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,099	1.376		1,525	.130
	Product Quality	.195	.057	.218	3.409	.001
	Store Atmosphere	.243	.103	.199	2,367	.020
	Brand Image	.520	.087	.511	5,974	.000
a. Dependent Variable: Purchase Decision						

Source: SPSS 26 Statistics Output.

The results of the multiple linear regression calculations are as follows: $Y = 2.099 + 0.195X_1 + 0.243X_2 + 0.520X_3$ The meaning of this equation is:

1. $a = 2.099$ is a constant which means that the independent variables in this study (Product Quality, *Store Atmosphere*, and *Brand Image*) have an influence = 0, so the result of the purchasing decision is *positive* 2.099.
2. $b_1 = 0.195$ explains that if the Product Quality variable (X_1) is increased, the purchasing decision will also increase by 0.195 assuming that other influencing variables are considered constant.
3. $b_2 = 0.243$ explains that if the *Store Atmosphere variable* (X_2) is increased, then the purchasing decision will also increase by 0.243 assuming that other influencing variables are considered constant.
4. $b_3 = 0.520$ explains that if the *Brand Image variable* (X_3) is increased, the purchasing decision will also increase by 0.520, assuming that other influencing variables are considered constant.

3.8 Statistical Test (T)

Table 4
T-Test Results (Partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,099	1.376	1,525	.130
	Product quality	.195	.057	.218	.001
	Store Atmosphere	.243	.103	.199	.020
	Brand Image	.520	.087	.511	.000

a. Dependent Variable: Purchase decision

Source: SPSS 26 Statistics Output.

T test is conducted to determine the influence of each or partial variables of Product Quality (X_1), *Store Atmosphere* (X_2), and *Brand Image* (X_3) on the Purchase Decision variable (Y), used to determine whether the independent variables partially have a significant influence on the dependent variable. The calculation of the T test can be seen X_1 with the calculated T value ($3.409 > 1.980$) while X_2 T value is ($2.367 > 1.980$), X_3 T value is ($5.974 > 1.980$), then H_0 is rejected and H_1 is accepted, which

means that there is a significant partial influence between product quality, *store atmosphere*, and *brand image* on purchasing decision variables at the Mie Gacoan Lamongan restaurant.

3.9 Statistical Test (F)

Table 5

F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345,742	3	115,247	70.131	.000 ^b
	Residual	190,624	116	1,643		
	Total	536,367	119			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Product Quality, Store Atmosphere						

Source: SPSS 26 Statistics Output.

Based on the test results conducted by researchers together (simultaneously) above, the calculated F value was obtained as much as 70.131 with a significance of 0.000. F_{table} is obtained using the formula $df = (nk-1) = 120-3-1 = 116$ with df (116) obtained F_{table} of 2.68. Therefore, the calculated F value (70.131) > F_{table} (2.68) and the significant value produced is 0.000 and this value is much smaller than α (0.05), then it can be concluded that the results of the test state that H₀ is rejected H₁ is accepted. This means that the variables Product Quality, Store Atmosphere, and Brand Image together (simultaneously) have a significant influence on the Purchase Decision variable.

4. Discussion

This study analyzes the influence of product quality, *store atmosphere*, and *brand image* on purchasing decisions of Mie Gacoan restaurant products in Lamongan City, using multiple linear regression analysis in the SPSS program.

The influence of product quality on purchasing decisions

Product quality has a positive and significant influence on consumer purchasing decisions at the Lamongan Gacoan noodle restaurant. This is in accordance with the results of research conducted by (Hidayat & Utamaningsih, 2023), which states that product quality has a positive and significant effect on purchasing decisions.

This means that the better the quality of the product produced, the more it will affect consumer purchasing decisions. Therefore, maintaining product quality consistently is the key to attracting consumers and increasing purchasing decisions.

The influence of store atmosphere on purchasing decisions

Store atmosphere has a positive and significant influence on consumer purchasing decisions at the Lamongan Gacoan noodle restaurant. This is in accordance with the results

of research conducted by (Luthfiah et al., 2023) , shows that store atmosphere has a positive effect on purchasing decisions.

This means that a good store atmosphere can increase the attractiveness of a restaurant, which ultimately influences consumer purchasing decisions.

The influence of brand image on purchasing decisions

Brand image has a positive and significant influence on consumer purchasing decisions at the Lamongan Gacoan noodle restaurant. This is in accordance with the results of research conducted by (Nur Fauziah, 2019) , shows that brand image has a positive and significant influence on purchasing decisions.

This means that a positive brand image can increase consumer trust in the products and services offered by a brand, thereby influencing purchasing decisions.

5. Conclusion, Implications, and Recommendations

Conclusion

Based on the results of research and analysis conducted by researchers, it can be concluded that partially and simultaneously the variables of product quality, *store atmosphere*, and *brand image* have a positive and significant effect on consumer purchasing decisions at the Mie Gacoan restaurant in Lamongan City. This can be interpreted that the three variables support each other in creating a satisfying experience for consumers, which will ultimately encourage consumers to make purchasing decisions. Consumers tend to choose restaurants that have good product quality, a comfortable *store atmosphere* , and a *positive brand image* . Therefore, the management of the Mie Gacoan restaurant must maintain and improve these three variables to increase consumer purchasing decisions and gain loyalty from consumers to strengthen their position in the market.

Implication

1. Theoretical implications

This research can be a source of reference for further researchers as well as providing scientific contributions, and can deepen the understanding of the theory of product quality, store atmosphere, and brand image on purchasing decisions in the context of the culinary industry.

2. Practical implications

This research is used as input for the mie gacoan restaurant in Lamongan city, so that it can always be the most favorite restaurant whose presence is always awaited by the community because of its delicious taste with its own characteristics, a beautiful and comfortable place, and always providing the same best quality food from time to time to maintain the brand image in the eyes of the community. The mie gacoan restaurant is expected to always improve its innovation so that it can continue to grow and survive in accordance with the times.

Recommendation

1. This research was only conducted at the Mie Gacoan restaurant in Lamongan City, which may not reflect the conditions or perceptions of customers in other cities, so further research can be conducted in several large cities to broaden the understanding of the influence of product quality, *store atmosphere*, and *brand image* on purchasing decisions.
2. Based on the results of the determination test, the R square coefficient value of 0.645 means that the independent variables (product quality, *store atmosphere*, *brand image*) affect the dependent variable (purchase decision) by 64.5% and the remaining 35.5% is influenced by other variables not included in the research model, so for further research it is recommended to add other variables other than those that have been studied to provide a more comprehensive picture of purchasing decisions at the Mie Gacoan restaurant.

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