Analysis of Consumer Preferences on Product Purchasing Decisions at Resto Kemuning Jember Regency

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Abstract. A set of marketing tools, the marketing mix, is used by Resto Kemuning of Politeknik Negeri Jember (Polije) in analyzing consumer preferences regarding product purchasing decisions. The aim of this research is to analyze consumer preferences for product purchasing decisions at Resto Kemuning Polije. The sampling technique was an accidental sampling method. The results of the chi-square analysis show that all variables are significantly different at the 95% confidence level, meaning that consumer preferences regarding product purchasing decisions at Resto Kemuning Polije differ. Based on Fishbein's analysis, it is known that the most considered attributes are environmental conditions and product quality. The environmental condition and product quality attributes are +14.39 and +13.19. The implication of this research is that Resto Kemuning Polije needs to increase the product supply according to consumer tastes and preferences. Its products should also remain hygienic.

Keywords: Resto Kemuning Polije, Consumer Preferences, Purchasing Decisions

1 Introduction

The culinary business is currently one of the most popular businesses. This can be proven by the number of new restaurants that have appeared in the last few years. Each restaurant tries to highlight its own uniqueness, both in the serving style and in the menu provided. Consumer preference is regarded as a choice of whether one likes or dislikes particular products (either goods or services) that he/she consumes. Preferences show consumers' preferences for different available product choices [1]. Understanding consumer preferences aims to continue sustainable marketing strategies so that the goods or services sold or marketed remain in demand by consumers.

Resto Kemuning is a food and beverage teaching factory owned by the Jember State Polytechnic located on Jalan Rembangan, Kemuning Lor Village, Arjasa District, Jember Regency. The products offered are tasteful but it has not been able to attract more buyers. Resto Kemuning Polije is a restaurant that has been around for a long time in Jember.

Competition in marketing restaurant products is getting stronger. In order to attract consumers' buying interest, business actors use various methods, one of which is paying attention to the marketing mix. The marketing mix used in research includes the 8P or marketing mix, namely product, price, place or location, promotion, people, physical facilities or evidence, process, and productivity and quality.

According to [2] marketing strategy using a marketing mix aims to increase sales volume and increase profitability. One of the efforts made to pursue the goals required by the company is through marketing activities. The activities are processes created by the company in terms of value for customers. It is to build strong relationships with customers and to capture value from customers in return.

The marketing mix is a marketing tool concept that can develop a controlled strategy and is combined by the company to attract consumers who have become the target market [3]. According to [4] Marketing strategy summarizes the ways in which the marketing mix is carried out to attract and satisfy the target market and at the same time realize company goals. The company decides which customers it will serve and how it will serve them.

Furthermore, [5] states that a consumer-centered company is a company focusing on consumer development in designing marketing strategies and delivering superior value to its target consumers. The increasingly high competition in the food and beverage business expected by the management of Resto Kemuning Polije to take the right steps to design the service marketing mix so that it can influence product purchasing decisions at Resto Kemuning Polije.

2 Research methods

This research was conducted at Resto Kemuning of Politeknik Negeri Jember. It was in approximately 8 months starting from May 2023 to November 2023. It was conducted using a quantitative approach with quantitative descriptive methods. The data were collected using questionnaires. The sampling technique used was accidental sampling with a sample of 100 (one hundred) respondents. The reason for choosing this sampling was based on consumers or customers who had come to the Kemuning Polije restaurant during the research period. According to [6], accidental sampling is sampling respondents based on chance or anyone who meets the researcher by chance if he or she is suitable as a data source with the main criteria being the customers of Resto Kemuning Polije.

The analysis of the data used was chi-square and Fishbein. The Chi-Square analysis is a tool that can be used to determine possible differences in respondents' perceptions of factors that influence consumer preferences [7]. Fishbein analysis is used to analyze attributes and also includes what is taken into consideration in making decisions to buy, watch, and pay attention to a product. This research uses 8P or marketing mix, namely product, price, place/location, promotion, people, physical facilities/evidence, process productivity, and quality.

3 Results and Discussion

3.1 Chi-Square Analysis Results

Consumer preferences regarding product purchasing decisions at Resto Kemuning Polije can be determined from the marketing mix attributes studied. The marketing mix attributes studied were product quality, price, place/location, service, and promotion at Resto Kemuning Polije. From the results of the analysis of Chi-Square, consumer preferences regarding product purchasing decisions at Resto Kemuning Polije can be seen in Table 1.

Table 1. Chi-Square analysis results

Marketing Mix Attributes	X^2 count	df	X^2 table	Information
Product Quality	75,150	2	5,992	Really Different
Price	66,380	2	5,992	Really Different
Place/location	82,430	2	5,992	Really Different
Service	68,140	2	5,992	Really Different

Source: Primary data processed (2023)

The results of the Chi-Square analysis in Table 1 show that all the attributes observed in this study are significantly different within the 95% confidence level. It means that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted because, from the four observed attributes, the calculated X^2 is greater than X^2 table. This means that consumer preferences regarding product purchasing decisions at Resto Kemuning Polije differ regarding decisions of product purchase at Resto Kemuning Polije.

The four marketing mix attributes are then categorized into more specific ones. These categories are: 1) product quality; has a good taste and is hygienic 2) Price; quite affordable 3) Place/location; comfortable and clean and 4) Service; friendly and polite. Consumer preferences regarding product purchasing decisions at Resto Kemuning Polije can be determined by looking at the categories or attribute criteria most often chosen by consumers. Consumer preferences regarding product purchasing decisions at Resto Kemuning Polije can be seen in Table 2.

Table 2. Consumer preferences regarding product purchasing decisions at Resto Kemuning Polije

Marketing Mix Attributes	Consumer Preferences
Product Quality	Good taste and hygienic
Price	Quite affordable
Place/location	Comfortable and clean
Service	Friendly and Polite

Source: Primary data processed (2023)

From the information presented in Table 2, it can be seen that the decision to purchase products at Resto Kemuning Polije that consumers like good, products that have quality products that taste good and are hygienic, prices are quite affordable, the place/location is comfortable and clean, service is friendly and polite.

According to [8] in his research, the marketing mix greatly influences the decision on the objectives of the company, namely profit making, and has a direct impact on increasing sales volume. This means that the concept of marketing insight recommends that every company in formulating its marketing strategy must be based on the needs and desires of consumers that will be fulfilled and satisfied. Therefore, companies must study consumer behavior which will later influence the purchasing decision process. According to [9], the marketing mix strategy is very important because the marketing mix consisting of these elements will influence each other so that if one element is not right, it will affect the marketing strategy that will be implemented.

3.2 Fishbein Analysis Results

Marketing mix attributes used in Fishbein analysis include product quality, place/location, friendliness of waiters, speed of product presentation, environmental conditions, variety of product types, and promotion of Resto Kemuning Polije.

Table 3. Fishbein Analysis Results

| No | Product attribute | ei | Resto Kemuning Polije | |
			bi	(ei bi) Ao
1.	Product Quality	6,28	2,1	13,18
2.	Place/Location	5,5	0,98	5,39
3.	Service	6,24	1,8	11,23
4.	Price	5,19	1,15	5,97
5.	Promotion	4,2	0,78	3,28
6.	Environmental conditions	7,38	1,95	14,39
7.	Speed of product presentation	6,01	1,1	6,61
8.	Menu variants	4,98	1,00	4,98
	Total			65,04

Source: Primary data processed (2023)

The results of the Fishbein analysis in Table 3 show that the highest consumer attitude (Ao) score at Resto Kemuning Polije is found in the environmental condition and product quality attributes of +14.39 and +13.19 respectively. Based on research, the responses obtained state that Resto Kemuning Polije has good environmental conditions such as a comfortable place, good quality food, good tasting food and hygiene, and quite good service, meaning that environmental condition and quality attributes are the two most dominant attributes considered by consumers in making decisions. purchasing Resto Kemuning Polije products. Consumers, when purchasing products at Resto Kemuning Polije, pay more attention to the attributes of environmental conditions and product quality because the purpose of respondents in purchasing and consuming Resto Kemuning Polije products is to enjoy the taste and comfort of the place.

The taste of quality food is something that must be considered in the restaurant business, so like it or not Resto Kemuning Polije must be able to maintain it. The taste of food in the fast food restaurant business is very important according to research [10] which states that most

consumers consider that service attributes are very influential in attracting customers' desire to buy products. According to [11], said that one of the dimensions of service quality is the existence of a guarantee which provides a guarantee that Resto Kemuning Polije products are free from danger and risk of doubt. Consumers certainly need security guarantees that the products purchased by consumers are truly safe for consumption.

This is also in accordance with the opinion of [12] in his research which states that the criteria for service quality are Reputation and Credibility, which means that Resto Kemuning Polije must be trustworthy and provide value or rewards in accordance with consumer sacrifices. It is hoped that there is a need to guarantee halal certificates and HACCP in order to eliminate consumer doubts about consuming the products offered by Resto Kemuning Polije and attract more potential consumers of Resto Kemuning Polije restaurants.

Environmental conditions such as restaurant cleanliness, tidiness, and comfort are important for consumers and need to be maintained. A clean restaurant atmosphere will provide comfort for consumers to consume the products they have purchased and foster consumer loyalty to consume these products again [13]. A comfortable and quiet place is something that consumers really need and want. Consumers need and want a calm and comfortable atmosphere in enjoying every menu offered. The comfort of the place will grow the image of the restaurant, a comfortable place will give confidence that what the restaurant provides is truly valuable [14].

The lowest consumer attitude (Ao) scores at Resto Kemuning Polije were found in the menu variant and promotion attributes, respectively +4.98 and 3.28. Based on research, the responses obtained stated that Resto Kemuning Polije has limited menu variants and lack of promotion, meaning that consumers are still not satisfied because the menu variants are still limited and lack of promotion so few people know about the existence of Resto Kemuning Polije.

Menu variation attributes influence consumer preferences for the Resto Kemuning Polije restaurant. The variety of menus at Resto Kemuning Polije is still limited, making it difficult for consumers to choose the products they like. According to [15] A variety of menu variations can determine consumer preferences. A varied menu will make it easier for consumers to choose the products they want and like. Every consumer certainly has different tastes from one another. Therefore, there is a need for evaluation in adding a menu that suits consumers so that there are many menu variations and it makes consumers choose the products they want and like easily.

The use of technology (internet) in marketing influences consumer interest in a product. The increasingly rapid development of technology in all fields, one of which is the Internet, will make it easier for companies to promote products easily and cheaply [16]. According to [17], increase the intensity of implementing sales promotions by scheduling sales promotion programs periodically using technology (the internet) and conveying them to consumers, so consumers will be interested in sales promotions and will make repeat purchases.

4 Conclusion

The decision to purchase products at Resto Kemuning Polije which is the consumer's preference is Resto Kemuning Polije products which have quality products that taste good and are hygienic, prices are quite affordable, the place/location is comfortable and clean, service is friendly and polite. The marketing mix attributes that are most considered in product purchasing decisions at Resto Kemuning Polije are the attributes of environmental conditions and product quality. The order of attributes from the most considered to the least considered is environmental conditions, product quality, service, speed of product presentation, price, place/location, menu variants, and location.

5 Suggestion

Resto Kemuning Polije is expected to be able to provide products according to consumer tastes and preferences. Of the eight product attributes that consumers consider, good environmental conditions such as a comfortable and clean place, and product quality such as delicious and hygienic food and good service, meaning that environmental conditions and product quality are the two most dominant attributes considered because Therefore, Resto Kemuning Polije must ensure that its products remain hygienic and environmental conditions are maintained, such as the cleanliness and layout of Resto Kemuning Polije.

Acknowledgment

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