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The Influence of Food Quality, Menu Innovation, Price, and Business Location on Consumer Purchase Decisions for Ning Revy Fried Duck and Fried Chicken at the GKB Gresik Culinary Center

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Abstract: This section consists of single paragraph and about 250 words maximum. For research articles, abstracts should give a pertinent overview of the work. We strongly encourage authors to use the following style of structured abstracts, but without headings: The rapid growth of the culinary industry in Indonesia, including at the Sentra Kuliner GKB Gresik, has led consumers to consider various factors such as food quality, menu innovation, price, and location in their purchasing decisions. This study was conducted to analyze the influence of each of these factors, both partially and simultaneously, on consumer purchasing decisions at Bebek Goreng and Ayam Goreng Ning Revy. The research aims to address the gaps found in previous studies and provide academic and practical contributions for culinary business owners. This study used a quantitative approach with a causal design, purposive sampling, and multiple linear regression analysis to test the influence of food quality, menu innovation, price, and location on consumer purchasing decisions. Based on the analysis, it was found that partially, only menu innovation has a positive and significant influence on purchasing decisions. Meanwhile, food quality, price, and location show a positive but not significant influence. However, simultaneously, all four variables significantly influence purchasing decisions, with a contribution of 29.5% and the remaining 70.5% influenced by other factors outside the study.

Keywords: Food Quality; Menu Innovation; Price

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1. Introduction

The culinary industry in Indonesia is growing rapidly, driven by lifestyle changes and social media. Consumers are no longer just looking for delicious food, but also considering comfort, price, menu uniqueness, and location. This phenomenon is also occurring in Gresik, specifically at the GKB Culinary Center. At this location, there is fierce competition, particularly between Ning Revy Fried Duck and Fried Chicken. Despite being known for its traditional flavors, this business has experienced fluctuations in visits. This raises questions about the factors that influence purchasing decisions, such as quality, menu innovation, price, and strategic location.

The success of a culinary business depends not only on the taste of the food but also on a combination of various other factors that influence consumer perception and purchasing decisions. To understand this, a study was conducted to analyze the influence of food quality, menu innovation, price, and location on purchasing decisions at the GKB Gresik Culinary Center.

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In Gresik, a business called Ning Revy Fried Duck and Fried Chicken has successfully attracted consumers due to its unique combination of distinctive yellow spice flavor, tender meat texture, menu innovation, affordable prices, and a strategic location at the GKB Culinary Center. This appeals to a wide range of people, from students to families.

The high level of competition in the culinary industry requires business owners to continuously improve quality and understand the factors that influence customer purchasing decisions. Therefore, a study was conducted to examine the influence of food quality, menu innovation, price, and location on consumer purchasing decisions. The results of this research are expected to provide a real contribution, both academically and practically, for culinary business managers in and around Gresik.

Culinary has become an important part of people's lifestyles, and consumers are now more selective in choosing a place to eat that offers a pleasant experience in terms of taste, quality, price, and comfort. The GKB Gresik Culinary Center is one of the busy culinary centers that offers a variety of food options, including Ning Revy Fried Duck and Fried Chicken.

One of the main factors influencing purchasing decisions is the taste of the food. Delicious and consistent taste creates a positive experience and builds customer loyalty. Arifin's research (2021) shows that a 1% increase in taste can increase customer purchasing decisions by up to 60.6%. This emphasizes the importance of maintaining and improving taste quality to attract customers.

In addition to taste, the overall product quality is also very influential. Quality is not only seen from the taste, but also from the texture, aroma, appearance, and level of doneness. The crispy-on-the-outside and tender- on-the-inside texture, as offered by Ning Revy Fried Duck and Fried Chicken, is a major attraction for consumers. Research in the restaurant industry shows that food quality, including texture, has a significant influence on consumer purchasing decisions and loyalty.

A strategic and easily accessible business location greatly influences consumer purchasing decisions. According to Sumarwan (2004) and Senggetang et al. (2019), the right location can maximize profit and ensure business continuity in the future. Consumers tend to choose a place that is convenient and time-efficient. A purchasing decision itself is the result of a customer's expectations being met. Yuliana (2022) argues that customer satisfaction will lead to loyalty and positive recommendations, which are crucial for business growth.

Even so, there are inconsistencies in the research results on the factors that influence purchasing decisions. Oktavian & Wahyudi (2022) found that price has a positive and significant effect on purchasing decisions, while Mamonto et al. (2021) found a negative and insignificant effect. The same goes for brand image. Sihombing et al. (2023) found a positive and significant effect, while Pilipus et al. (2021) found that the effect was not significant. This indicates a "gap" or discrepancy in the research that needs to be studied further. There are gaps in previous research

regarding the influence of price, brand image, location, and product quality on purchasing decisions, with some studies such as Oktavian & Wahyudi (2022) and Sundari et al. (2021) finding a positive and significant effect, while others such as Mamonto et al. (2021), Muqarrabin et al. (2022), and Alatas et al. (2023) found insignificant or different results.

This study aims to analyze the influence of food quality, menu innovation, price, and business location, both partially and simultaneously, on consumer purchasing decisions at Ning Revy Fried Duck and Fried Chicken, GKB Gresik Culinary Center.

2. Materials and Methods

This research uses a quantitative approach, which focuses on numerical data for statistical analysis (Sugiyono, 2018). This approach was chosen because it is scientific, objective, and measurable. The research design used is causal, which aims to test cause-and-effect relationships between variables (Sekaran & Bougie, 2016). This is consistent with the research objective to examine the influence of the independent variables (food quality, menu innovation, price, and location) on the dependent variable (purchasing decisions).

The object of this research is Ning Revy Fried Duck and Fried Chicken, a culinary business in the GKB Gresik Culinary Center that serves delicious and innovative dishes.

The population of this study is all consumers of Ning Revy Fried Duck and Fried Chicken at the GKB Gresik Culinary Center (Malhotra et al., 2017). For sampling, a non-probability sampling technique with a purposive sampling method was used, where samples are selected based on specific criteria (Malhotra et al., 2017). The criterion is that the consumers of Ning Revy Fried Duck and Fried Chicken must be at least 18 years old. The sample size used is 96 people, in accordance with the recommendation of Hermawan & Yusran (2017) for regression research that tests the relationship between variables.

Data analysis was carried out quantitatively with several stages, namely a validity test to measure the accuracy of the research instrument (Bungin, 2017). A question is considered valid if the calculated r-value

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> r- table value (with a 5% significance level and df = n-2). A reliability test measures the consistency of the instrument (Bungin, 2017). An instrument is considered reliable if the Cronbach's Alpha value > 0.60.

Classical assumption tests use the Kolmogorov-Smirnov to see if the residuals are normally distributed. The data is considered normal if the significance value > 0.05. A multicollinearity test identifies the relationship between independent variables. Multicollinearity does not occur if the tolerance value > 0.10 and VIF < 10. And a heteroscedasticity test checks for the equality of residual variance between observations. Detection is done with a scatter plot graph, where the absence of a certain pattern indicates that it does not occur.

Multiple Linear Regression Analysis is used to measure the influence of the independent variables (food quality, menu innovation, price, and location) on the dependent variable (purchasing decisions) with the regression model: Y=a+b1X1+b2X2+b3X3+b4X4 (Suyono, 2018). And hypothesis testing consists of the t- and f-tests, where if the calculated F- value > F-table value and the significance value < 0.05, then the independent variables have a significant effect simultaneously.

This research uses a questionnaire as an instrument to collect data, which is a tool that contains questions or statements to be answered by respondents (Sugiyono, 2018; Arikunto, 2018). This questionnaire was designed to measure consumer attitudes, opinions, and perceptions. In the questionnaire, a five-level Likert scale was used to measure respondent answers (Sugiyono, 2018). The results of the respondent's answers will be analyzed with the interpretation of the average Likert score with the following category ranges:

Table 1. Category Range

Classes	Class Ranges	Explanations
I	4,21 – 5,00	Very Good
II	3,41 – 4,20	Good
III	2,61 – 3,40	Fair
IV	1,81 – 2,60	Less
V	1,00 – 1,80	Very Poor

Source: Data Processed 2025

3. Results

3.1. General Overview of the Research Subject

Ning Revy Fried Chicken and Fried Duck, which has been operating since May 20, 2024, at the GKB Gresik Culinary Center, is a typical Javanese eatery known for its homemade fried chicken and duck dishes. It is supported by three unique, fresh chili sauce options and affordable, complete meal packages.

3.2. Respondent Characteristics

3.2.1. Respondent Characteristics by Age

Table 2. Respondent Characteristics by Age

Age	Frequency	Presentase
< 20 Years	20	20.80%
21 – 25 Years	36	37.50%
> 26 years old	40	41.70%
Sum	96	100%

Based on the table of respondent characteristics, the majority of consumers (41.7%) are over 26 years old. This is followed by the 21–25 age group (37.5%), with the smallest group being consumers under 20 years old (20.8%). This indicates that customers at Ning Revy Fried Duck and Fried Chicken are predominantly adults with stable incomes and consumption patterns.

3.2.2. Respondent Characteristics by Gender

Table 3. Respondent Characteristics by Gender

No.	Gender	Frequency	Presentase
1.	Man	50	52%
2.	Woman	46	48%
Sum		96	100%

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Based on the table of respondent characteristics, the composition of customers at Ning Revy Fried Chicken and Fried Duck is quite balanced, with a slight male dominance (50 respondents) over female (46 respondents), which shows that the dishes at this eatery are appealing to both genders.

3.2.3. Respondent Characteristics by Purchase Frequency

Table 4. Respondent Characteristics by Purchase Frequency

No.	Purchase Frequency	Frequency	Presentase
1.	> 5 times	32	34%
2.	3 – 4 times	27	29%
3.	1 – 2 times	28	30%
4.	Never	6	7%
Sum		96	100%

Based on the table of purchase frequency, the majority of respondents (32 people) have made purchases more than 5 times, indicating that they are loyal customers. This is followed by the group who have bought 1-2 times (28 people) and 3-4 times (27 people), while only 6 respondents have never made a purchase. The dominance of frequent buyers shows that the prices, location, and service of the eatery have met their expectations, thus creating satisfaction and loyalty.

3.3. Research Variable Descriptions

3.3.1. Description of Food Quality Variable

Table 5. Description of Food Quality Variable

Item	SS		S		N		TS		STS		Average
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	
X1.1	15	15.6%	41	42.7%	35	36.5%	4	4.2%	1	1%	3.7
X1.2	21	21.9%	43	44.8%	27	28.1%	4	4.2%	1	1%	3.8
X1.3	16	16.7%	50	52.1%	23	24%	6	6.3%	1	1%	3.8
X1.4	11	11.5%	27	28.1%	38	39.6%	16	16.7%	4	4.2%	3.3

Source: Researcher, 2025

The food quality indicators at Ning Revy Fried Chicken and Fried Duck, particularly for clean presentation (X1.2) and professional cooking process (X1.3), have the highest average score of 3.8. This indicates that cleanliness and the quality of the preparation are key factors that are highly valued and influence consumer purchasing decisions.

3.3.2. Description of Menu Innovation Variable

Table 6. Description of Menu Innovation Variable

Item	SS		S		N		TS		STS		Average
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	
X2.1	25	26	34	35,4	25	26	8	8,3	4	4,2	3,7
X2.2	20	20,8	36	37,5	25	26	9	9,4	6	6,3	3,6
X2.3	23	24	34	35,4	24	25	12	12,5	3	3,1	3,6
X2.4	18	18,8	32	33,3	27	28,1	12	12,5	7	7,3	3,4

Source: Researcher, 2025

Two food quality indicators, namely clean and appetizing presentation (X1.2) and a professional cooking process (X1.3), received the highest average score of 3.8. This indicates that cleanliness and the quality of food preparation are crucial factors influencing consumer purchasing decisions at Ning Revy Fried Chicken and Fried Duck.

3.3.3. Description of Price Variable

Table 7. Description of Price Variable

Item	SS		S		N		TS		STS		Average
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	

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X3.1	36	37,5	41	42,7	14	14,6	5	5,2	0	0	4,1
X3.2	18	18,8	35	36,5	31	32,3	11	11,5	1	1	3,6
X3.3	21	21,9	53	55,2	13	13,5	8	9,4	0	0	3,9
X3.4	16	16,7	31	32,3	34	35,4	8	8,3	7	7,3	3,4

Source: Researcher, 2025

On the price variable, the statement "I find it easy to afford this product in terms of price" (X3.1) has the highest average score (4.1), which indicates that the prices at Ning Revy Fried Chicken and Fried Duck are considered affordable for most consumers. However, the statement "the benefits I get from this product are commensurate with the price" (X3.4) has the lowest score (3.4), which can be interpreted to mean that although the price is affordable, consumers feel the benefits are only limited to satisfying their hunger.

3.3.4. Description of Location Variable

Table 8. Description of Location Variable

Item	SS		S		N		TS		STS		Average
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	
X4.1	36	37,5	41	42,7	14	14,6	5	5,2	0	0	4,1
X4.2	18	18,8	35	36,5	31	32,3	11	11,5	1	1	3,6
X4.3	21	21,9	53	55,2	13	13,5	9	9,4	0	0	3,9

Source: Researcher, 2025

The location variable has the highest average score of 4.1 on the statement "I have no difficulty reaching the location of this business" (X4.1).

This shows that the location of Ning Revy Fried Chicken and Fried Duck is very strategic and easily accessible to consumers.

3.3.5. Description of Purchasing Decision Variable

Table 9. Description of Purchasing Decision Variable.

Item	SS		S		N		TS		STS		Average
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)	
Y1.1	38	39,6	37	38,5	15	15,6	4	4,2	2	2,1	4,1
Y1.2	24	25	48	50	15	15,6	7	7,3	2	2,1	3,9
Y1.3	26	27,1	50	52,1	12	12,5	4	4,2	4	4,2	3,9
Y1.4	36	37,5	40	41,7	15	15,6	5	5,2	0	0	4,1

Source: Researcher, 2025

The purchasing decision variable has two indicators with the highest average score of 4.1: "I have a strong desire to try or consume this product" (Y1.1) and "I am willing to sacrifice time, energy, or money to get this product" (Y1.4). This shows that consumers have a strong desire to try the product and are willing to make sacrifices to get it, which indicates the presence of customer loyalty.

3.4. Validity and Reliability Test

3.4.1. Validity Test

The validity test used the Pearson test with 96 samples and a 5% significance level, resulting in an r-table value of 0.2006. The SPSS calculation results show that all indicators are declared valid because the calculated r-value is greater than the r-table value.

Table 10. Validity Test Results

No.	Indicator	R table	r count	Description
1.	X1.1	0.2006	0,795	Valid
2.	X1.2	0.2006	0,689	Valid
3.	X1.3	0.2006	0,828	Valid
4.	X1.4	0.2006	0,650	Valid
5.	X2.1	0.2006	0,619	Valid
6.	X2.2	0.2006	0,698	Valid

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7.	X2.3	0.2006	0,707	Valid
8.	X2.4	0.2006	0,786	Valid
9.	X3.1	0.2006	0,645	Valid
10.	X3.2	0.2006	0,695	Valid
11.	X3.3	0.2006	0,603	Valid
12.	X3.4	0.2006	0,678	Valid
13.	X4.1	0.2006	0,810	Valid
14.	X4.2	0.2006	0,732	Valid
15.	X4.3	0.2006	0,605	Valid
16.	Y1.1	0.2006	0,685	Valid
17.	Y1.2	0.2006	0,797	Valid
18.	Y1.3	0.2006	0,714	Valid
19.	Y1.4	0.2006	0,712	Valid

The calculation results show that the calculated r-value is greater than the r-table value, which means that all indicators for the entire set of variables—food quality (X1), menu innovation (X2), price (X3), location (X4), and purchasing decisions (Y)—are valid.

3.4.2. Reliability Test

Based on the results of the validity test, all indicators for the variables of food quality (X1), menu innovation (X2), price (X3), location (X4), and purchasing decisions (Y) were declared valid because their calculated r- values were greater than the r-table value (0.2006).

Table 11. Reliability Test Results

No.	Variable	Koefisien Cronbach's Alpha	Description
1.	Food Quality (X1)	0,792	Reliabel
2.	Menu Innovation (X2)	0,780	Reliabel
3.	Price (X3)	0,755	Reliabel
4.	Location (X4)	0,783	Reliabel
5.	Purchase Decision (Y)	0,789	Reliabel

Source: Researcher, 2025

Based on the calculation results, the research instruments for all variables (food quality, menu innovation, price, location, and purchasing decisions) are considered reliable because their Cronbach's Alpha values are higher than the significance level of 0.60.

3.5. Classical Assumption Tests

3.5.1. Normality Test

Table 12. Multicollinearity Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	2.22219211
Most Extreme Differences	Absolute	.078
	Positive	.063
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.180[c]

a. Test distribution is normal
b. Calculated from data
c. Liliefors significance correction

The calculation results show a significance value (Asymp. Sig.) of 0.180, which is higher than the set significance level of 0.05. The conclusion is that the data obtained has a normal distribution.

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3.5.2. Multicollinearity Test

Table 13. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standarized Coefficients	t	Sig.	Collinearity Statistics	VIF
	B	Std. Error	Beta			Tolerance	
(Constant)	6.787	1.886		3.599	.001		
TOTALX	.038	.093	.036	.406	.685	.924	1.082
TOTALX2	.356	.099	.409	3.587	.001	.571	1.752
TOTALX3	.224	.268	.205	.837	.405	.124	8.054
TOTALX4	.018	.314	.012	.056	.955	.152	6.577

a. Dependent Variable: TOTALY

Based on the calculations, all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. Therefore, it can be concluded that there are no signs of multicollinearity in the regression model.

3.5.3. Heteroscedasticity Test

The heteroscedasticity test uses a scatter plot graph of the predicted values (ZSPREAD) against the residuals (SRESID). There is no sign of heteroscedasticity if there is no clear pattern and the points are scattered both above and below the number 0. The following are the test results using SPSS.

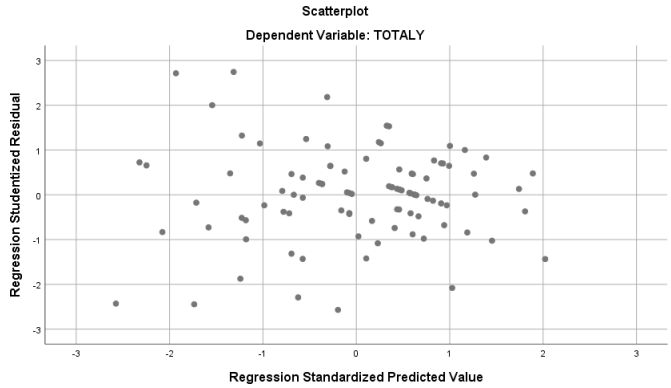


Figure 1. Heteroscedasticity Test Results

Based on the SPSS test results, it is clear that the points are scattered both above and below the number 0. No specific pattern was found in the distribution of these points. This result indicates that the data obtained shows no signs of heteroscedasticity.

3.6. Multiple Linear Regression Test

3.6.1. Multiple Linear Regression Test Results

Table 14. Multiple Linear Regression Test

Model		Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		Std. Error	Std. Error	Beta		
1	(Constant)	6.787	1.886		3.599	.001
	TOTALX	.038	.093	.036	.406	.685
	TOTALX2	.356	.099	.409	3.587	.001
	TOTALX3	.224	.268	.205	.837	.405
	TOTALX4	.018	.314	.012	.056	.955

a. Dependen Variable: TOTALY

The linear regression model shows that purchasing decisions are positively influenced by food quality (coefficient 0.038), menu innovation (coefficient 0.356), price (coefficient 0.224), and location (coefficient 0.018). The constant value of 6.787 indicates that other factors outside of the research variables also

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influence purchasing decisions. Menu innovation has the largest impact, followed by price, food quality, and location.

3.6.2. Coefficient of Determination

Table 15. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570[a]	.325	.295	2.271

a. Predictors: (Constant), TOTALX4, TOTALX, TOTALX2, TOTALX3
b. Dependent Variable: TOTALY

The calculation results show a coefficient of determination (R2) of 0.295, or 29.5%. This means that the independent variables—food quality (X1), menu innovation (X2), price (X3), and location (X4)—contribute 29.5% to the purchasing decision (Y). The remaining 70.5% is explained by other variables outside of this study.

3.7. Hypothesis Testing

3.7.1. F-Test (Simultaneous)

The F-test (simultaneous) was conducted to determine the combined influence of all independent variables on the dependent variable. With a sample size of 96 and 5 variables, the F-table value is 2.472. If the calculated F-value is greater than this F-table value, it can be concluded that the independent variables collectively have a significant effect on the dependent variable.

Table 16. F-Test Results

ANNOVA[a]

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	225.783	4	56.446	10.949	.000[b]
	Residual	469.123	91	5.155		
	Total	694.906	95			

a. Dependent Variable: TOTALY
b. Predictors: (Constant), TOTALX4, TOTALX, TOTALX2, TOTALX3

The SPSS calculation results show an F-calculated value of 10.949, which is greater than the F-table value of 2.472. This proves that the variables of food quality, menu innovation, price, and location have a significant simultaneous or combined effect on consumer purchasing decisions.

3.7.2. T-Test (Partial)

Table 17. T-Test Results

Variable	t
Food Quality (X1)	.406
Food Innovation (X2)	3.587
Price (X3)	.837
Location (X4)	.056

The results of the partial t-test show that only the menu innovation variable has a significant influence on purchasing decisions, with a t- calculated value of 3.587. Meanwhile, the variables for food quality (t-calculated 0.406), price (t-calculated 0.837), and location (t-calculated 0.056) do not have a significant influence.

4. Discussion

4.1. Relationship of Food Quality to Purchasing Decisions

The research findings indicate that food quality has a positive but not significant effect on purchasing decisions, with a regression coefficient of

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0.038 and a t-test value of 0.406. This finding aligns with previous studies that also showed a positive influence between food quality and purchasing decisions, such as the studies by Lestaria & Yusuf (2019) at Steak Jongkok Karawang and Vionita & Semara (2024) at Warung Kuta Made.

4.2. Relationship of Menu Innovation to Purchasing Decisions

The study shows that menu innovation has a positive and significant effect on consumer purchasing decisions. This is reflected in the multiple linear regression coefficient for variable X2 of 0.356, with a t-calculated value reaching 3.587, indicating statistical significance. This finding is consistent with a study by Izzudin and Yuniawan (2024) on the influence of menu innovation at Rumah Makan Cowek Lonyot Semarang, which concluded that menu innovation positively affects customer purchasing decisions. Similarly, a study by Yunita and Habib (2024) at Samchick Sambi Restaurant also supports a similar finding, demonstrating that menu innovation contributes to consumer purchasing decisions.

4.3. Relationship of Price to Purchasing Decisions

Based on the research results, the price variable shows a positive but not significant influence on purchasing decisions. This is indicated by a multiple linear regression coefficient of 0.224 and a t-calculated value of 0.837, which is below the threshold for statistical significance. This finding is consistent with a study by Fadillah et al. (2024) at UMKM Warung Mama Okhan and another study by Tang and Syaifullah (2022) at Saladbar Hadi Kitchen Batam, both of which also found a positive influence of price on purchasing decisions.

4.4. Relationship of Food Quality, Menu Innovation, Price, and Location to Purchasing Decisions

The research demonstrates that the independent variables—food quality, menu innovation, price, and location—simultaneously have a significant influence on purchasing decisions. This is evidenced by the calculated F-value of 10.949, which is greater than the F-table value of 2.472, indicating that the regression model used is suitable for explaining the relationships between the variables. The magnitude of the influence from these four variables on purchasing decisions is shown by the coefficient of determination (R2) of 0.295 or 29.5%. This means that 29.5%

of the variation in purchasing decisions can be explained by these four variables, while the remaining 70.5% is influenced by other factors not examined in this study. This finding is consistent with the research of Mufian and NS (2024) on the Chiclin product and Mahendra et al. (2021) at Roemah Bata Cafe and Resto Medan, both of which concluded that the independent variables collectively have a positive effect on purchasing decisions.

5. Conclusions

Simultaneously, food quality, menu innovation, price, and location have a positive and significant influence on consumer purchasing decisions, contributing 29.5%, with the remainder being influenced by other factors outside of this study. Partially, each variable food quality, menu innovation, price, and location also shows a positive effect, where an increase in each individual variable tends to increase purchasing decisions.

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