

THE INFLUENCE OF PRODUCT QUALITY, PROMOTION AND PRICE ON PURCHASE DECISIONS OF FAST FOOD (Case Study at Burger King Artha Gading Mall)

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Abstract - This study aims to determine how much influence the quality of products, promotions and prices on fast food purchase decisions at Burger King.

The strategy used in this study is a quantitative associative research strategy. The method used in this research is purposive sampling method. The population in this study is an infinite sampling technique using the Arikunto formula. The sample in this study was 68 responses that made purchases at Burger King Mall Artha Gading. Data analysis method used is the coefficient of determination and hypothesis testing.

The results showed that partially the effect of product quality, promotion and price on purchasing decisions were respectively 6.40%, 37.08% and 13.54% while the rest were influenced by other variables. The multiple effects of product quality, promotion and price on purchasing decisions are 60.84%. Based on the results of hypothesis testing with a real level of 10%, it was concluded that in terms of product quality, promotion and price significant to the purchase decision. The results of hypothesis testing simultaneously conclude product quality, promotion and price have a significant effect on purchasing decisions

Keywords: Product Quality, Promotion, Price and Purchasing Decisions

Abstrak—Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, promosi dan harga terhadap keputusan pembelian makanan cepat saji pada Burger King.

Strategi yang digunakan dalam penelitian ini adalah strategi penelitian asosiatif kuantitatif. Metoda yang digunakan dalam penelitian ini adalah metoda *purposive sampling*. Populasi dalam penelitian ini adalah teknik sampling tidak terhingga dengan menggunakan rumus Arikunto. Sampel dalam penelitian ini adalah 68 respon yang melakukan pembelian di Burger King Mall Artha Gading. Metoda analisis data yang digunakan adalah koefisien determinasi dan pengujian hipotesis.

Hasil penelitian menunjukkan secara parsial pengaruh kualitas produk, promosi dan harga terhadap keputusan pembelian masing-masing sebesar 6,40%, 37,08% dan 13,54% sedangkan sisanya dipengaruhi oleh variabel lain. Adapun secara berganda pengaruh kualitas produk, promosi dan harga terhadap keputusan pembelian adalah sebesar 60,84%. Berdasarkan hasil pengujian hipotesis dengan taraf nyata 10% disimpulkan bahwa secara

kualitas produk, promosi dan harga signifikan terhadap keputusan pembelian. Hasil pengujian hipotesis secara simultan menyimpulkan kualitas produk, promosi dan harga berpengaruh signifikan terhadap keputusan pembelian

Kata kunci : Kualitas Produk, Promosi, Harga, and Keputusan Pembelian

I. PRELIMINARY

The development of technology in the era of globalization is used by entrepreneurs to introduce their businesses, such as those in the fast food restaurant sector. The use of technology and information can support business progress, one of which is to promote products. In addition, the use of technology can help companies reduce production costs so that companies will get large profits with little expenditure. The use of technology has made people's lifestyles more complex. This can be seen from the increasingly varied lifestyle of urban people. Among them, spending time while enjoying snacks and drinks in a restaurant has become a phenomenon in the present, especially in the city of Jakarta. The increasing number of restaurants makes the level of competition tighter resulting in consumers having a high bargaining position on product quality, product prices, strategic locations, and promotions offered by a restaurant. Currently, competition in restaurant business is not only on products, but also on other variables related to consumer shopping experience or value. This value relates to how a company can understand the needs and desires of consumers so that it can determine marketing strategies. The right marketing strategy is an important thing that can support business people to be able to compete with their competitors. So that this can increase a sustainable competitive advantage and can provide satisfaction to consumer wants and needs.

The development of the Burger King business in Jakarta is currently growing rapidly, marked by the level of competition between companies that is getting higher and tighter. Companies are required to make improvements in the marketing sector so that a company can continue to exist against the competition that occurs in the market. Increased activity in the marketing field must determine the right marketing strategy. Changes in the company's environment, especially the competitive factor that can produce similar products, have caused many companies to be consumer-oriented. Companies are required to understand consumer behavior in their target markets by bidding or selling quality products and good service to their customers

Based on the background of the problems described above, the researchers are interested in conducting further research on product quality, promotion, and prices for purchasing decisions on fast food (Case study on Burger King Artha Gading Mall).

1.1. Formulation of the problem

Based on the background of the problem described above, the formulation of the problem can be formulated as follows:

1. Is there an effect of product quality on fast food purchasing decisions at Burger King Mall Artha Gading?
2. Is there a promotional effect on fast food purchasing decisions at Burger King Mall Artha Gading?
3. Is there a price effect on the decision to buy fast food at Burger King Mall Artha Gading?
4. Is there an effect of product quality, promotion and price on the decision to purchase fast food at Burger King Mall Artha Gading

1.2. Research purposes

The aim of this research is :

1. To find out how much influence product quality has on fast food purchasing decisions at Burger King Mall Artha Gading.

2. This is to find out how much influence the promotion has on the decision to buy fast food at Burger King Mall Artha Gading.
3. To find out how much influence the price has on the decision to buy fast food at Burger King Mall Artha Gading.
4. To find out how much influence product quality, promotion and price have on the decision to buy fast food at Burger King Mall Artha Gading.

II. LITERATURE REVIEW

2.1. Definition of Consumer Behavior

According to (Kotler and Armstrong, 2012: 128) states that, "Consumer buyer behavior refers to the buying behavior of final consumers-individuals and households who buy goods and services for personal consumption". It can be interpreted that consumer behavior always looks at the behavior of each individual, household or organization about how they process before deciding to make a purchase, as well as their actions after obtaining and consuming products, services or ideas. Consumer behavior is closely related to the consumer's decision-making process in obtaining and using goods and services to satisfy their needs. Understanding consumer behavior is not easy because consumers decide to buy a certain product which can be different every day and vary widely in age, income, level of education, and tastes. The marketer's job is to examine the underlying factors

2.2. Definition of Purchase Decision

A purchase decision is a person's attitude to buy or use a product in the form of goods or services that are believed to satisfy him and his willingness to bear the risks that may arise. (Kotler and Keller, 2012: 188), purchasing decisions are consumer experiences in learning, choosing, using and even getting rid of products

2.3. Product quality

Companies in running a business, the products or services that are sold must have good quality or according to the price offered so that a business or company can survive competition, especially competition in terms of quality. According to (Kotler dan Keller, 2012: 49) suggests that quality is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs. The definition of product quality itself according to (Kotler and Armstrong, 2012: 283), the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, as well as other product attributes.

2.4. Definition of Promotion

Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing their products or services. Sometimes the term promotion is used synonymously with the term sales even though it is a promotion. The definition of promotion according to (Kotler and Armstrong, 2012: 76), "Promotion means activities that communicate the merits of the product and persuade target customers to buy it", meaning that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

2.5. Understanding Price

Price is one of the most important elements in determining the market share and profit of a company. Price is the only element of the marketing mix that generates income or income for the company, while the other three marketing mixes (Products, Distribution and Promotion) cause costs (expenses). Besides, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. According to (Kotler and Armstrong, 2012: 49) price is the amount of money charged on services. The broad

definition of price is the amount of value that is exchanged by consumers to obtain the benefits of ownership or use of a product or service

2.6. Relationship between Research Variables

2.6.1. The influence of product quality on purchasing decisions

In today's intense competition, companies must be able to offer quality products that have added value, so that they look different from competitors' products. Quality is one of the factors that buyers consider before buying a product. The company must be of good quality or according to the price offered when selling products or services in running a business.

To face this competition, good product quality is needed where (Kotler and Keller, 2012: 121) states that product quality is the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair as well as other valuable attributes because it is closely related with human safety, the quality of the product greatly affects the purchase in purchasing decisions.

2.6.2. The effect of promotion on purchasing decisions

Companies need to carry out a strategy in marketing their products, one of these strategies is promotion. Sales promotion is basically a gift, to encourage sales regarding the goodness and benefits of the product. By knowing the various benefits and advantages of a product, consumers will be influenced and interested in buying the product. Companies carry out promotions in various ways, apart from conveying the goodness and benefits of a product, they often provide discounts or cash back. Discounts given by companies to consumers will cause the money to be paid by consumers for a product to be less and this will provide benefits for consumers and can attract their attention to buy an item.

Regarding buying interest, buying interest arises after the existence of an alternative evaluation process and in the evaluation process, someone will make a series of choices regarding the product to be purchased on the basis of brand or interest. (Kotler, 2012: 27). So it can be said that buying interest can arise when using the right promotion. In addition, the promotion will also be a driving force in generating buying interest where there are many benefits that will be obtained by consumers.

2.6.3. The effect of price on purchasing decisions

Price is also a very important factor in improving consumer purchasing decisions. Pricing is one of the most important decisions in marketing. When making purchases, consumers are more selective in buying. Today's consumers are very price sensitive, price is a matter related to the amount that must be paid by consumers to obtain an item or product. The price according to (Kotler, 2012: 131) is an amount of money that is charged to a certain product. So it can be concluded that to get a product or service, consumers must spend money according to the agreed price. That way the price can influence consumers in making purchase decisions.

2.6.4. The Effect of Price and Promotion Product Quality on Purchasing Decisions

Product quality, price and promotion are three important elements in a marketing activity. These three things can influence a person's purchasing decision process. The higher the quality level of a product, the higher the level of consumer confidence in the product. With a high level of confidence in the quality of the product, it is possible that consumers will choose and make purchasing decisions on the product. Seeing the importance of the influence of these three elements on consumer purchasing decisions, it is assumed that the quality of the product price and promotion simultaneously influence the purchase decision. The price chosen will have a direct effect on the level of demand and determine the level of buying activity and the price will also be able to drive sales

and market share. Through promotional activities, it is able to attract the attention of consumers to be interested in buying products, and able to provide a strong buyer response, dramatize product offerings and boost sales. Based on the description above, the fourth hypothesis can be formulated as follows.

2.7. Hypothesis Development

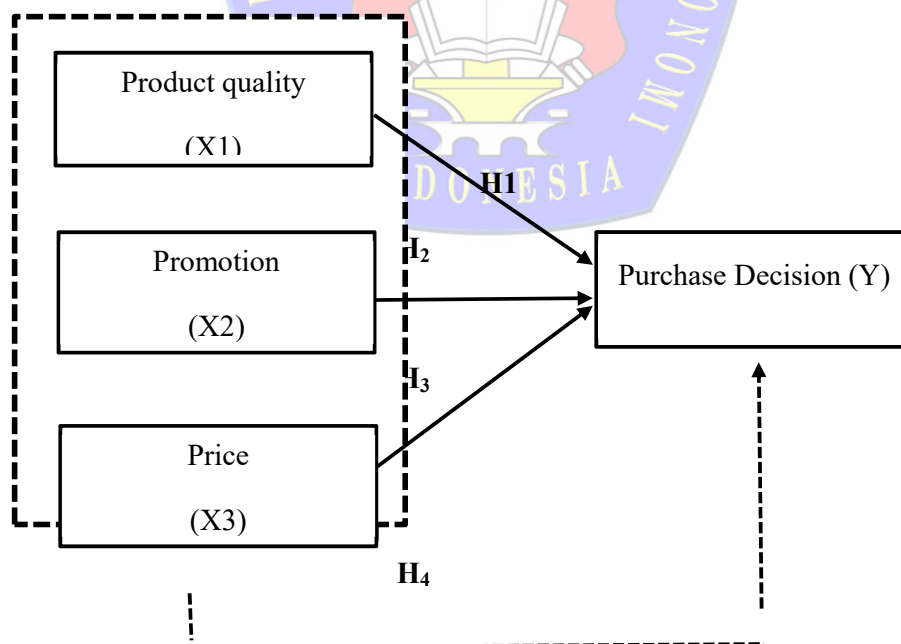
Hypothesis is a temporary answer or the most probable conjecture that remains to be sought. The relationship between the independent variables and the dependent variable in this study. The following is the hypothesis in this study:

- H1 : Product quality is thought to have an effect on fast food purchasing decisions
- H2 : Promotion is thought to influence fast food purchasing decisions
- H3 : Price is thought to have an effect on fast food purchasing decisions
- H4 : Product quality, promotion and price are thought to have a simultaneous effect on purchasing decisions for fast food.

2.8. Research Conceptual Framework

The conceptual framework is a synthesis of the relationship between variables which is compiled from the various theories that have been described (Sugiyono, 2014: 89). This study only emphasizes on three independent variables or independent variables, namely product quality, promotion and price on the dependent variable or the dependent variable, namely the purchase decision. The four variables are associated with the object under study, namely consumers at Burger King Mall Artha Gading. So to find out the attachment to influence between variables can be explained in the following theoretical framework:

Figure 2.3. Research Conceptual Framework



Information :
→ = Partial

-----> = **Simultaneously**

This conceptual framework is used to direct researchers in conducting research. The study was conducted to determine the effect of the three independent variables on the dependent variable, either partially or simultaneously. It can be defined that the effect is partial, namely:

- 1) Effect of product quality on purchasing decisions at Burger King.
Assessment of the quality of products received by several Burger King consumers, both appropriate and unsuitable for the product being offered, becomes a separate consideration for prospective consumers before making a purchase decision.
- 2) The effect of promotion on purchasing decisions at Burger King.
Various kinds of promotions carried out by Burger King ranging from cashback, discounts, and others, can be a special attraction for its consumers. This can be a consideration for someone before making a purchase decision.
- 3) The effect of price on purchasing decisions at Burger King.
The price offered by Burger King varies greatly, from the lowest price to the most expensive price. Therefore, price is also one of the most important factors before someone makes a purchase decision.
- 4) Meanwhile, the simultaneous influence is where product quality, promotion and price jointly affect the purchasing decision of King. By considering product quality, promotion and price a person can later determine the purchase decision.

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative research strategy. Associative research strategy is a method of examining an object whose purpose is to determine the effect or relationship between two or more variables (Sugiyono 2014: 55). In this case, the researcher intends to determine the effect of variable X1 (product quality), variable X2 (promotion), variable X3 (price) and variable Y (purchase decision) on King MallArtha Gading burger.

3.2. Population and Sample Research

Population is a generalization area, objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono, 2014: 80). The population in this study were all consumers who made purchases at Burger King Mall Artha Gading, North Jakarta

The population in this study is unknown and there is no accurate number of people who made purchases at Burger King Artha Gading branch. The following is the calculation in determining the number of samples Arikunto (2013: 49):

$$n = \frac{z^2}{4(Moe)^2} \dots \dots \dots (3.1)$$

Information :

- n = Samples / Number of Samples
- Z = The level of confidence required in determining the sample is 90% (then Z = 1.64 and $\alpha = 10\%$)
- Moe = The margin of error, or the maximum tolerable error, is set at 10%.

Calculation:

$$n = \frac{(1.64)^2}{4(0,1)^2}$$
$$n = 67.24$$

From the results of the above calculations, the number of samples in this study were 67.24 respondents and rounded up to 68 respondents. The type of data used is primary data with data collection methods using a questionnaire distributed to respondents.

3.3. Data Analysis Methods

3.3.1. How to process and present data

Processing of data in this study using SPSS (Static Product and Service Solution) version 22.0, this is because the analysis method in this study uses the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

3.3.2. How to Present Data

After the data is processed, the SPSS results are obtained. The results of data processing will be presented in table form for the purpose of making the data easy to read and understand. The data in this study are in the form of tables explaining the research to be tested, such as the results of the calculation of the validity and reliability tests, namely the analysis of the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

3.3.3. Statistical Analysis of Data

Statistical analysis of data is also called data processing and data interpretation. Data analysis is a series of activities to study, group, systematic, interpret and verify data so that a phenomenon has social, academic and scientific value. Activities in data analysis are grouping data based on variables and types of respondents, presenting data for each variable under study, taking calculations to answer problem formulations and performing calculations to test hypotheses.

The statistical analysis of data in this study uses the coefficient of determination which serves to determine the amount of influence in the form (%) between the variables studied, and hypothesis testing which serves to determine the significant effect between the independent variables on the dependent variable. The following is an analysis of the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

1) Analysis of the coefficient of determination

The coefficient of determination (KD) in essence measures how far the model's ability to explain variations in the dependent variable (Ghozali, 2013: 97). The coefficient of determination (KD) or commonly known as R² is used to see the contribution of the ability to explain the independent variables together on the dependent variable, where the coefficient value lies between zero and one ($0 \leq R^2 \leq 1$). KD value or Small R² means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variables (Ghozali, 2013: 98).

To measure the amount of influence between the independent variables on the dependent, the following is the formula for the partial and simultaneous coefficient of determination (KD):

1) Partial Determination Coefficient

- a. Partial determination between X₁ against Y (X₂ and X₃ constant)

$$KD_{1.23} = r_{Y_{1.232}}^2 \times 100\%$$

- b. Partial determination between X₂ against Y (X₁ and X₃ constant)

$$KD_{2.13} = r_{Y_{2.132}}^2 \times 100\%$$

- c. Partial determination between X₃ against Y (X₁ and X₂ constant)

$$KD_{3.12} = r_{Y_{3.122}}^2 \times 100\%$$

2) Multiple Coefficient of Determination

a. Multiple determinations between X1, X2 and X3 with respect to Y (X2 and X3 are constant)

$$KD_{123} = r^Y_{1232} \times 100\%$$

3) Hypothesis Testing

Hypothesis testing is available ρ used to determine the significance of the independent variable on the dependent variable partially or simultaneously, the following are the hypothesis testing steps in this study:

1. Partial Hypothesis Testing

a) X1 against Y

Ho: $\rho_{y1.23} = 0$ Partially product quality has no effect on purchasing decisions.

Ha: $\rho_{y1.23} \neq 0$ Partially, product quality has an effect on purchasing decisions.

b) X2 against Y

Ho: $\rho_{y2.13} = 0$ Partially promotion has no effect on purchasing decisions.

Ha: $\rho_{y2.13} \neq 0$ Partially promotion has an effect on purchasing decisions.

c) X3 against Y

Ho: $\rho_{y3.12} = 0$ Partially the price has no effect on purchasing decisions.

Ha: $\rho_{y3.12} \neq 0$ Partially the price has an effect on purchasing decisions.

To test the effect between the independent variables and the dependent variable partially, it was seen from the significance compared with the real level $\alpha(10\% = 0.1\%)$.

The test criteria are:

Ho is rejected if the significance $t < 0.1$

Ho is accepted if the significance $t \geq 0.1$

2. Simultaneous hypothesis testing

Ho: $\rho_{y123} = 0$ Simultaneously, product quality, promotion and price are not significant towards purchasing decisions

Ha: $\rho_{y123} \neq 0$ Simultaneously product quality, promotion and price are significant on purchasing decisions)

It can be concluded that the significance F is compared to the real level $\alpha (10\% = 0.1)$ with the following criteria:

Ho is rejected, if the significance $F < 0.1$

Ha is accepted, if the significance $F \geq 0.1$

After testing the hypothesis regarding the population correlation coefficient above, if the results are significant, the correlation coefficient can be used to calculate the coefficient of determination (KD).

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Burger King is a hamburger restaurant that was founded in 1954 by James McLamore and David Edgerton and began expanding outside America in 1963. This restaurant is based in Miami-Dade County, Florida. Initially, this restaurant also used a franchise system to promote its products in the community. Before Burger King was founded, this restaurant was originally a branch of a restaurant called Insta-Burger King which was founded by Kieth J. Kramer and Matthew Burns. This restaurant has a tool called insta-Broiler to make it easier to cook meat for burgers, and by using the franchise system this restaurant began to spread to other parts of America.

Based on an explanation of the entry of franchises in Indonesia as well as a few examples of developments regarding Burger King restaurants, we can see that the franchise system business in Indonesia is very promising even with intense competition, especially in the 90s to the 2000s. More and more restaurants are putting up their businesses in Indonesia, the more they add to each restaurant's efforts to improve product promotion strategies and maintain product quality in order to survive. Like McDonalds and KFC, which have continued to survive today even though they have undergone significant changes, especially in terms of size and taste. Now the size of McDonalds and KFC products can be said to be shrinking from the previous size.

4.2. Results of Testing Research Instruments

4.2.1. Validity Test Results

The validity test was processed using SPSS version 22. The validity test aims to measure whether a questionnaire is valid or not. The questionnaire or research instrument is said to be valid for research if it has validity (rhitung) of 0.2012 (critical) or more, so that the factor is a strong construction or has good construction validity and vice versa if the construction validity value is small than 0.2012 then the research instrument this is invalid. For each variable Product Quality (X1) with 4 statements, Promotion (X2) with 4 statements and Price (X3) with 3 statements and Purchase Decisions (Y) with 6 statements and distributed to 68 respondents. Based on the results of data processing (attached) the 17 statements have a validity coefficient (rcount) greater than 0.2012.

Table 4.1. The results of the validity test of the variable Product Quality (X1), Promotion (X2), Price (X3) and Purchase Decisions (Y)

Variable	Statement Number	rhitung	critical	Decision
Product Quality (X1)	1	0.861	0.2012	Valid
	2	0.862	0.2012	Valid
	3	0.866	0.2012	Valid
	4	0.715	0.2012	Valid
Promotion (X2)	1	0.759	0.2012	Valid
	2	0.800	0.2012	Valid
	3	0.858	0.2012	Valid
	4	0.725	0.2012	Valid
Price (X3)	1	0.825	0.2012	Valid
	2	0.924	0.2012	Valid
	3	0.833	0.2012	Valid
Purchase Decision (Y)	1	0.797	0.2012	Valid
	2	0.788	0.2012	Valid
	3	0.668	0.2012	Valid
	4	0.874	0.2012	Valid
	5	0.831	0.2012	Valid
	6	0.698	0.2012	Valid

Source: Data processed in (2020)

Table 4.1. shows that the effect between each statement item score of Product Quality (X1), Promotion (X2), Price (X3) and Purchase Decision (Y) has rcount greater than critical (0.2012) so that the statements of each research questionnaire submitted has a valid decision. A valid test will be used as a testreliability.

4.2.2. Test results Reliability

This test aims to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. This reliability test was carried out

with the Cronbach's Alpha instrument. Based on data processing, reliability test results were obtained (attached) as follows:

Table 4.2. Instrument Reliability Test Results Variable Product Quality (X1), Promotion (X2), Price (X3) and Purchase Decisions (Y)

No.	Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Information
1.	Product Quality (X1)	0.846	0.60	Reliable
2.	Promotion (X2)	0.793	0.60	Reliable
3.	Price (X3)	0.836	0.60	Reliable
4.	Purchase Decision (Y)	0.867	0.60	Reliable

Source: Data processed in (2020)

Table 4.2.shows that the effect between each statement item score of the variable Product Quality (X1), Promotion (X2), Price (X3) and Purchase Decision (Y) has a cronbach's alpha value of more than 0.60. Thus, it can be concluded that the variable Product Quality (X1), Promotion (X2), Price (X3) and Purchase Decision (Y) are considered reliable because the value of Cronbach's alpha > 0.60.

4.3. Statistical Analysis of Data

4.3.1. Partial Determination Coefficient Analysis

1. Partial Determination Coefficient X1 to Y

Table 4.3. Results of Partial Determination Coefficient Analysis of Product Quality Variables (X1) on Purchasing Decisions (Y)

Correlations

Control Variables			Product quality	Buying decision
Promotio ns & Prices	Product quality	Correlation	1,000	, 253
		Significance (2-tailed)	.	, 000
		Df	0	64
Buying decision	Buying decision	Correlation	, 253	1,000
		Significance (2-tailed)	, 000	.
		Df	64	0

Source: Data processed in (2020)

Based on the results of processing the data above with SPSS version 22.0 software, the partial determination coefficient of X1 and Y is 0.253 and it can be stated statistically significant, this means that there is a positive influence between Product Quality and Burger King Consumer Purchase Decisions at Mall Artha Gading. And based on table 3.3. then the coefficient of determination found to be 0.253 is included in the low category. To measure the effect of X1 on Y, the coefficient of determination (KD123) can be calculated as follows:

$$\begin{aligned}
 KD_{1.23} &= r_{Y1.232}^2 \times 100\% \\
 &= 0.2532 \times 100\% \\
 &= 6.40\%
 \end{aligned}$$

The value of partial KD of product quality on purchasing decisions is 6.40%. This can indicate that the variability of purchasing decisions is influenced by the variable product quality by 6.40%, so that the possibility of respondents to buy is 6.40% influenced by product quality. While the rest is influenced by other variables outside of product quality.

2. Partial Determination Coefficient X2 against Y

Table 4.4. Results of the Analysis of the Partial Determination of Promotion Variables (X2) on Purchasing Decisions (Y)

Control Variables			Promotion	Buying decision
Price & Product Quality	Promotion	Correlation	1,000	,609
		Significance (2-tailed)	.	,000
		df	0	64
	Buying decision	Correlation	,609	1,000
		Significance (2-tailed)	,000	.
		df	64	0

Source: Data processed in (2020)

Based on the results of processing the data above with SPSS version 22.0 software, the partial determination coefficient of X2 and Y is 0.609 and it can be stated statistically significant, this means that there is a positive influence between Promotion on Burger King Consumer Purchase Decisions at Mall Artha Gading. And based on table 3.3. then the coefficient of determination found to be 0.609 is included in the strong category. To measure the effect of X2 on Y, the coefficient of determination (KD₂₁₃) can be calculated as follows:

$$\begin{aligned}
 KD_{2,13} &= r_{2,13}^2 \times 100\% \\
 &= 0.6092 \times 100\% \\
 &= 37.08\%
 \end{aligned}$$

Promotion partial KD value to purchasing decisions amounted to 37.08%. This shows that the variability of purchasing decisions is influenced by the promotion variable by 37.08%, so that the possibility of respondents to buy is 37.08% influenced by the promotion. While the rest is influenced by other variables outside of promotion.

3. Partial Determination Coefficient X3 to Y

Table 4.5. Results of Partial Determination of Price Variable Coefficient (X3) on Purchasing Decisions (Y)

Control Variables			Price	Buying decision
Product Quality & Promotion	Price	Correlation	1,000	,368
		Significance (2-tailed)	.	,002
		df	0	64
	Buying decision	Correlation	,368	1,000
		Significance (2-tailed)	,002	.
		df	64	0

Source: Data processed in (2020)

Based on the results of processing the data above with SPSS version 22.0 software, the partial determination coefficient of X3 and Y is 0.368 and it can be stated statistically significant, this means that there is a positive influence between Price and Consumer Purchase Decisions of Burger King at Mall Artha Gading. And based on table 3.3. then the coefficient of determination found is 0.368 included in the low category. To measure the effect of X3 on Y, the coefficient of determination (KD312) can be calculated as follows:

$$\begin{aligned}
 KD_{3,12} &= r^2_{3,122} \times 100\% \\
 &= 0.3682 \times 100\% \\
 &= 36.82\%
 \end{aligned}$$

The value of KD partial prices on purchasing decisions is 36.82%. This shows that the variability of purchasing decisions is influenced by the variable price of 36.82%, so that the possibility of respondents to buy is 36.82% influenced by price. While the rest is influenced by other variables outside of price.

4. Multiple Determination Coefficient Analysis

Table 4.6. Multiple Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.780a	.608	.589	2,182	.608	33,052	3	64	.000

a. Predictors: (Constant), Price, Promotion, Product Quality

Source: Data processed in (2020)

From this calculation data can be obtained between the variables X1, X2 and X3 against Y, after processing the above data with SPSS version 22.0, the multiple coefficient of determination will be obtained as follows:

$$\begin{aligned}
 KD_{123} &= r^2_{1232} \times 100\% \\
 &= 0.7802 \times 100\% \\
 &= 78.02\%
 \end{aligned}$$

The value of KD multiple of product quality, promotion and price on purchasing decisions is 78.02%. And based on table 3.6. then the coefficient of determination found was 78.02% in the strong category. So there is a strong influence between product quality, promotion and price on purchasing decisions. The value of KD doubled 78.02% due to the influence of product quality, promotion and price on purchasing decisions together, while the rest was influenced by other variables.

4.4.2 Hypothesis Testing

A. Partial Testing

1. Hypothesis test X1 against Y

Table.4.7. Partial Hypothesis Test for variable product quality, promotion and price on purchasing decisions

Coefficientsa

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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THE INFLUENCE OF PRODUCT QUALITY, PROMOTION AND PRICE ON PURCHASE DECISIONS OF FAST FOOD (Case Study at Burger King Artha Gading Mall)

	B	Std. Error	Beta		
1 (Constant)	1,341	2,452		, 547	, 586
Product quality	, 249	, 119	, 195	2,095	, 000
Promotion	, 850	, 138	, 525	6,146	, 000
Price	, 548	, 173	, 283	3,163	, 002

a. Dependent Variable: Purchase Decision

Source: Data processed in (2020)

Ho: $\rho_{y_{1.23}} = 0$ Partially product quality does not affect the consumer purchasing decisions of Burger King at Mall Artha Gading

Ha: $\rho_{y_{1.23}} \neq 0$ Partially product quality berinfluence on the decision to buy Burger King at Mall Artha Gading

After testing the hypothesis in Table 4.7. above and based on the results of calculations by SPSS, the significance t at X1 is 0.000, smaller than the real level or $0.000 < 0.1$. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD1.23 can be used to explain the contribution of the effect of changing independent variables on the dependent variable.

2. Hypothesis Test X2 against Y

Ho: $\rho_{y_{2.13}} = 0$ Partially promotion does not affect the consumer purchasing decision of Burger King at Mall Artha Gading

Ha: $\rho_{y_{2.13}} \neq 0$ Partially promotion berinfluence on consumer purchasing decisions of Burger King at Mall Artha Gading

After testing the hypothesis in Table 4.7. above and based on the results of calculations by SPSS, the significance t at X2 is 0.000, smaller than the real level or $0.000 < 0.1$. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD2.13 can be used to explain the contribution of the influence of the independent variable on the dependent variable.

3. Hypothesis Test X3 against Y

Ho: $\rho_{y_{3.13}} = 0$ Partially priced does not affect the consumer purchasing decision of Burger King at Mall Artha Gading

Ha: $\rho_{y_{3.12}} \neq 0$ Partially priced berinfluence on consumer purchasing decisions of Burger King at Mall Artha Gading

After testing the hypothesis in Table 4.7. above and based on the results of calculations with SPSS, the significance t at X3 is 0.002, smaller than the real level or $0.002 < 0.1$. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD3.12 can be used to explain the contribution of the influence of the independent variable on the dependent variable.

B. Simultaneous Testing

Table.4.8. Simultaneous test of variable product quality, promotion and price on purchasing decisions

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	472,139	3	157,380	33,052	, 000b
	Residual	304,743	64	4,762		
	Total	776,882	67			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Promotion, Product Quality

Source: Data processed in (2020)

Ho: $\rho_{y_{123}} = 0$	Simultaneously product quality, promotion and price not significant to the consumer purchasing decisions of Burger King at Mall Artha Gading
Ha: $\rho_{y_{123}} \neq 0$	Simultaneously product quality, promotion and price are significant towards consumer purchasing decisions of Burger King at Mall Artha Gading

After testing the hypothesis in table 4.8 above and based on the results of calculations with SPSS, it is obtained that the significance F is 0.000, smaller than the real level or $0.000 > 0.1$. Thus, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD123 can be used to explain the contribution of the influence of product quality, promotion and price variables on purchasing decision variables.

4.4. Research Findings

Based on the results of the research that has been done, product quality partially has a significant effect on the decision to buy fast food at Burger King. this is in line with research previously conducted by Merentek et al (2017), which used the Influence variable of Product Quality, Store Atmosphere and Service Quality on Purchasing Decisions at Kfc Bahu Mall Manado. that product quality has a significant effect on purchasing decisions.

The results of partial hypothesis testing found that there was an effect of promotion on purchasing decisions for fast food at Burger King. This research is not in line with previous research conducted by Indriasari (2017). There is a difference between previous research and this study, the difference is the number of research samples used is different, the research location is different and the research time is different.

Based on the results of the research that has been done, the price partially has a significant effect on the decision to buy fast food at Burger King. this is in line with research earlier which uses the same variables as this study, namely the effect of prices, promotions and products on consumer purchasing decisions at KFC fast food restaurants in Bekasi by Indriasari (2017), that prices have a significant effect on purchasing decisions.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research that has been carried out and data analysis as described in the previous chapter, the following conclusions can be conveyed from the results of the researchers as follows:

1. The influence of the variable product quality was found to be 0.253, including the low category on purchasing decisions, the influence of the promotional variable found at 0.609, including the strong category on purchasing decisions and the influence of the price variable found at 0.368 including the low category on purchasing decisions.
2. The influence of the variable product quality, promotion and price of 0.780 is included in the strong category on purchasing decisions simultaneously.
3. Hypothesis testing with a real level of 10% can be concluded that partially the product quality variable has a significant effect on purchasing decisions with a significance of $0.000 \leq 0.1$, promotion variables have a significant effect on purchasing decisions with a significance of $0.000 \leq 0.1$, the variable price has a significant effect on purchasing decisions. with a significance of $0.002 \leq 0.1$. Based on the results of simultaneous hypothesis testing, product quality, promotion and price have a significant effect on purchasing decisions by $0.000 \leq 0.1$.

5.2 Suggestion

Consumer purchasing decisions are proven to be influenced by product quality, promotion and price. This study suggests that companies need to maintain a reputation that has been formed and develop new, different innovations.

1. This research only focuses on product quality, promotion and price. There are still other factors such as distribution channels that can be used as opportunities for conducting new research.
2. This research was only conducted on Burger King Mall Artha Gading consumers. Therefore, this research needs to be developed in fast food consumers with other similar brands.

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