THE EFFECT OF MENU VARIATION, ATMOSPHERE STORE AND RESTAURANT IMAGE ON PURCHASE DECISIONS

(Consumer Study of Bijin Nabe Plaza Senayan Restaurant)

1stPutri Nur Arifiani, 2nd Imelda Aprileny, SE, ME.

Management

Indonesian College of Economics

Jakarta, Indonesia

putrinurarifiani98@gmail.com ; stei.ac.id

Abstract-The purpose of this study was to determine the effect of variations in menu store atmosphere and restaurant image on purchasing decisions at Bijin Nabe restaurants. The population in this study were all bijin nabe consumers from 2019. This study used a survey method using quantitative analysis. The data was collected using an online questionnaire as many as 100 consumers.

The sampling technique used was purposive sampling method, namely the technique of determining the sample by having certain criteria for the sample to be studied. The data testing techniques used in this study include validity, reliability, partial determination coefficient analysis and multiple determination coefficient analysis to test and prove the research hypothesis using the SPSS V23.0 for Windows program.

The results of this study indicate that the variable menu variations, store atmosphere and restaurant image affect purchasing decisions at Bijin Nabe restaurants. Variables of menu variation, store atmosphere and restaurant image simultaneously influence purchasing decisions at Bijin Nabe restaurants. The coefficient of determination simultaneously shows that the variable menu variation, store atmosphere, and restaurant image on the purchasing decision is 59.8% while the remaining 40.2% is explained by other factors not examined in this study.

Keywords: Menu variations, Store Atmosphere, Restaurant Image and Purchase Decision

I. Introduction

In the current era of modernization, the development of the tourism sector has implications for several aspects related to tourists, such as hotels, restaurants,

transportation, tour guides, entertainment and so on. Moreover, the trend of traveling is not only done by individuals, but also by group tours. With the increase in tourist visits, of course they need a place to eat and just rest so that opportunities to open a culinary business are increasingly wide open along with the increase in the tourism sector. It is undeniable that culinary tourism is not a momentary phenomenon, but has become the main attraction and purpose of traveling to a destination. In addition, the culinary business remains one of the businesses that the market really needs. This is because food and drink are the basic needs (primary needs) of each individual that must be met every day. On the other hand, today's consumers have high mobility and fairly dense activities, so they need something practical and ready-to-eat in an easily accessible location to meet their stomach needs.

One of the places that can be visited by consumers and tourists to satisfy their desires and needs for food and beverages is a restaurant. On the other hand, restaurants are now also one of the places to spend time and relax with friends and family so that culinary entrepreneurs must be able to create reliable strategies that are able to make consumers feel comfortable and happy and have more value than their competitors.

Restaurant is a public space that is increasingly being visited by the metropolis community as an alternative new interaction space. This is due to the ease of interacting with family, relationships or partners and also in entertaining guests like business partners in addition to creating a sense of formality and also to make the atmosphere more comfortable. The restaurant provides varied menus and types of preparations to meet the characteristics and desires of consumers who are basically easily bored in any case. Therefore, menu variation is very important in influencing potential consumers' buying interest. Bijin Nabe Restaurant offers varied products in the menu book, from snacks to heavy meals, such as eddamame (boiled peanuts), takoyaki, chawan mushi, etc. as well as contemporary drinks, such as lemon tea, Japanese lyche tea, matcha azuki smoothie and other variants. In addition, the visuals of food and drinks are elements that need to be considered with the presentation that is packaged in an attractive and elegant way to follow the trend of consumers who currently have the habit of taking pictures before enjoying them.

The development of information and communication technology also contributes to influencing consumer purchasing power. Before the advent of smartphones and the generation of looking down, consumers enjoyed the food and drinks they ordered when visiting a restaurant. This is applied to a traditional retail marketing strategy that only focuses on the taste of the food and beverage they offer to meet consumer needs without considering other factors in purchasing decisions. However, now it is the opposite, consumers are even more interested in capturing the moment,

Atmosphere is a combination of shop characteristics such as architecture, layout, lighting, color temperature, music, and a comprehensive aroma that will create a good or bad image in the minds of consumers. This explains that the business owner must know the characteristics of opening a business. The Bijin Nabe Restaurant creates a Store Atmosphere with a comfortable and calm atmosphere with a unique arrangement and selection of furniture as well as the selection of lights that are not flashy but warm with the music that is played so that the Bijin Nabe Restaurant becomes one of the contemporary

and Instagramable places among teenagers and adult. In addition, the shape of the building and the name of the outlet are specially combined according to the character of the restaurant itself so that it becomes a value that is not shared by other restaurants. Therefore,

According to Kotler and Keller (2012: 274) image is a set of beliefs, ideas, and impressions that a person has about an object. The image that is in the company is formed from how the company carries out its operations. The image of a restaurant itself is everything that affects how a company is accepted and understood by all market segments, which is symbolized by consumers through their beliefs, behavior, attractiveness and association to the company.

A good restaurant image becomes a strong attraction to lead consumers to consume products or services produced by the company or at least it will generate a strong desire or interest from consumers to enjoy or consume the products or services offered. Consumer purchasing decisions also affect sales turnover at restaurants . The following is sales data from the Bijin Nabe by Tsukada Nojo Restaurant for the last 1 year, namely 2019.

Bijin Nabe Tsukada Nojo Restaurant was founded in 2017, which is located only in Plaza Senayan, Jakarta. In 2020, Bijin Nabe will open its second branch at Pondok Indah Mall (PIM), South Jakarta. Bijin Nabe Restaurant is arguably a middle-to-high-end restaurant because to eat at this restaurant you have to prepare a budget of 75k - 200k / person and IDR 400,000 for 2 people, and for that price, tax and service are not included. Lots of artists like Nagita Slavina, Luna Maya, Nia Ramadhani and many more who come and eat at the Bijin Nabe Restaurant, they really enjoy the atmosphere there so that it makes their dining experience memorable.

Bijin Nabe means Beauty Hotpot originating from Japan, their main menu is Collagen Broth Soup, commonly known as Chicken Collagen, which can make your face look younger and glowing. Collagen Broth Soup itself is made from Gidori chicken bones (Gidori is chicken from Japan) which is boiled for 8 hours and then frozen in a Ciller (refrigerator). For Collagen Broth Soup, there are 5 kinds of flavors, namely Collagen Jiggae, Collagen Miso, Collagen TomYum, Collagen Spicy and Collagen Sukiyaki. Overseas, there are also several branches, such as in Singapore, Cambodia and Japan, as well as in Tokyo, to be precise.

Based on the description above that the researcher has described in general, the researcher is interested in researching the "Effect of Menu Variations, Store Atmosphere and Restaurant Image on Purchasing Decisions (Consumer Study of Bijin Nabe Plaza Senayan Restaurant)"

II. LITERATURE REVIEW

2.1 Research Review

The first research from a research journal conducted by Achmad Fauzi DH and Kadarisman Hidayat in 2015 with the title "The Effect of Store Atmosphere.ton Purchasing Decisions at Madam Wang Secret Garden Cafe Malang "in the Journal of Administration and Economics Vol. 28, No. 2 (2015) ISSN : 225-239, Brawijaya University, Malang. The purpose of this research is to know and explain the effect of Store Atmosphere which includes the variables of Visual Communication, Lighting, Color, Music and Aroma jointly and partially on the purchasing decision process and to determine the dominant variables that influence the purchasing decision process. This type of research used in this research is explanatory research. The population in this study are all consumers who make purchases and enjoy dishes at Madam Wang Secret Garden Cafe Malang with a sample of 118 people. The data analysis used was descriptive analysis, and test the coefficient of determination using SPSS version 16.0 for windows software. The results of this study indicate that the variables of Visual Communication, Lighting, Color, Music and Aroma have a significant effect together and partially on the Purchasing Decision Process variable. Aroma is the dominant variable affecting the Purchasing Decision Process variable.

The second research from a research journal conducted by Erlis Ariningtyas entitled "Testing the Effect of Menu Diversity, Product Quality, Store Atmosphere and Price on Purchasing Decisions" ISSN Management Application Journal Vol 7, No. 1 (2019). 1979-2700.This research is expected to determine the effect of menu diversity, product quality,*store atmosphere*and price against customer loyalty. Collecting data using questionnaires. The number of samples taken as many as 97 respondents who are customers at Wedangan Jimboeng with techniques*purposive sampling*. The analysis used for the data instrument was the validity and reliability tests, the t test and the coefficient of determination test. The results showed that the variable menu diversity and product quality had no effect on purchasing decisions and variables*store atmosphere*and the price affects the purchase decision.

The third research from a research journal conducted by Angeline Basransah, M. Hermanto and Johansyah entitled "The influence of store atmosphere, store location and product diversity on purchasing decisions at Eramart Timbau in Tenggarong" Journal of Management Vol 16, No 2 (2016) ISSN. 432-463. The purpose of this study was to investigate and assess the effect of store atmosphere, store location and product diversity on Eramart consumer purchasing decisions and determine which variables are most dominant in consumer purchasing decisions. In data analysis, data analysis tools are used in accordance with the object of research to determine the number of purchase decisions in Eramar, namely by using the coefficient of determination test. The sampling technique in this study was purposive sampling.

The fourth research from a research journal conducted by Sanny Hanjaya entitled "The effect of product quality, product knowledge and menu diversity on purchasing decisions for Capra Latte products" Journal of the Faculty of Economics Vol 1, No. 2 (2016) ISSN. 2527-4635.This study aims to determine the effect of product quality, product knowledge and menu diversity on purchasing decisions for Capra Latte products. Researchers conducted a preliminary survey of 10 respondents who were customers of Capra Latte products to determine the variables to be studied. The initial survey resulted in product quality, product knowledge and menu diversity as the independent variables and purchasing decisions as the dependent variable. This study uses a population of consumers

of Capra Latte products who have bought more than once during the August 2014 – January 2015 period, while the sample in this study amounted to 55 people. The sampling technique in this study was purposive sampling in which subjects were selected based on the characteristics that were considered to have a relationship with certain criteria based on the research objectives. The data source used is through distributing questionnaires to respondents who meet the criteria for filling out the questionnaire. The research technique used is multiple linear regression analysis using the SPSS 22 application to process data. The results of the study indicate that the product quality, product knowledge and menu diversity simultaneously and partially have a positive influence on purchasing decisions. The coefficient of determination in this study is 57.2%, which means that the dependent variable in this study can be explained by the independent variable of 57.2%,

The fifth research from a research journal conducted by Nur Farida and Shokhibatus Saidah entitled "The effect of product variation on purchasing decisions for indofood chili sauce at the Jaya Gresik supermarket sarikat" Journal of the Faculty of Economics Vol 6, No 2 (2017) ISSN. 156-168. The purpose of this study was to determine the effect of product variations on purchasing decisions for Indofood sauce. This research is an explanatory type with a quantitative approach. Samples were taken by accidental sampling technique with a total sample of 94 respondents. The method of collecting data related to the research problem was carried out using a questionnaire method. The data collection technique used a questionnaire. The results of the study of 94 respondents indicated that the effect of product variations on purchasing decisions. From the results of regression calculations using the SPSS version 18.00 for windows program, the calculated tv value is 6,416 with a p value of 0.000. Using the limit of significance $\hat{I} \pm = 0.05$, the T table is 1.986. From this result, tcount> ttable, which means that Ho is rejected and H1 is accepted. This means that the variable product variations have a positive and significant influence in determining the purchasing decision of Indofood Sambal for consumers at Sarikat Jaya Gresik Supermarket.

The results showed that a high store atmosphere has a significant effect on customer emotions and purchasing decisions; There are emotions that customers have a significant influence on purchasing decisions.

The seventh research from a research journal conducted by Wahyono entitled "Effect of Store Atmosphere, Product Knowledge and Corporate Image on Purchasing Decisions" Management Analysis Journal Vol 7, No 2 (2018) ISSN. 2252-6552. The purpose of this study was to examine the direct effect of store atmosphere, product knowledge and corporate image on purchase decisions. This study took a sample of 115 consumers with the incidental sampling technique. The analysis technique used path analysis with the SPSS version 21 program. The results showed that there was a positive and significant influence on store atmosphere, product knowledge, and corporate image variables on puschase decisions with a significant value <0.05. Meanwhile, for the intervening test, the total value of the indirect effect was obtained> direct influence, namely store atmosphere of 0.1519> 0.142, product knowledge of 0.3427> 0.327 and corporate image of 0.5185> 0.513. The conclusion of this study is that there is a positive and significant influence on store atmosphere, product knowledge and corporate image variables on purchase decisions.

The eighth research from a research journal conducted by Ni Made Indri Pratiwi entitled "The influence of the atmosphere, product variations, and company image on

purchasing decisions" European Journal of Management and Marketing Studies Vol 4, No 4 (2019) ISSN. 2501-9988. The purpose of this study is to explain the effect of shop atmosphere, product variations and corporate image on purchasing decisions of consumers of The Alleyway Cafe. The sampling method used is non-probability sampling. The number of samples is 105 respondents. The data was collected by distributing questionnaires to consumers of The Alleyway Cafe. The data analysis technique used is Multiple Linear Regression Analysis with the statistical package for social science (SPSS) version 21.0 for windows. The results showed that the store atmosphere variable had a positive and significant effect on purchasing decisions. Likewise, product variations and company image have a positive and significant effect on purchasing decisions. Therefore, it is important for The Alleyway Cafe to enhance the shop atmosphere, product variety and corporate image to improve customer purchasing decisions.

2.2. Understanding Meu Variations

One of the key elements in the culinary business competition is the variety of menus provided by the restaurant. Therefore, companies must make the right decisions regarding the variety of menus that are sold, because with the service offerings of restaurants for various dishes in the sense of a complete menu ranging from taste, types of food and drinks, and the availability of products at any time as indicated. has been described above, this will be able to attract the attention of consumers to make a purchase and make it easier for consumers to choose and buy a variety of menus according to their wishes.The menu is a guide for those who prepare food or dishes, even a guide for those who enjoy the dish being made. Menu standards are arranged periodically every 6 months, with a menu cycle of 10 days + menu 31. The menu standards are guided by a balanced menu pattern.

2.3. Store Atmosphere

*Store Atmosphere*refers to environmental design through visual communication, lighting, color, music, and smells to stimulate perceptual and emotional responses to customers and ultimately influence purchasing behavior. The use of the right store atmosphere will create an attractive impression and help improve the image of a store in customer perceptions, which of course will drive purchasing decisions.

2.4. Image of a restaurant

Image is a mental picture, an idea generated by imagination or personality that is shown to the public by a person, organization, etc. In other words, image is a feeling, a public self-image of a company, organization or institution, an impression that is deliberately created from a object, person or organization(Santoso, 2016).It can be concluded that image is a personal, organizational or corporate self-image that is deliberately formed to show personality or characteristics. The image of a company cannot be formed instantly but requires a process. This corporate image must be built through all available media in a sustainable manner.

2.5. Buying decision

Purchasing decisions are the actions of consumers to buy products, whether in the form of services or in the form of goods. Of the various factors that influence consumers in purchasing a product or service, usually consumers always consider the quality, price and products that are well known to the public.

III. RESEARCH METHOD

The strategy used in this study is an associative research strategy. According to Sugiyono (2013: 11) associative research is research that aims to determine the relationship between two or more variables. In this research, a theory that functions to explain, predict, and control a symptom can be built. This research is basically to show the truth and problem solving of what is being studied to achieve these goals, an appropriate and relevant method is carried out for the purpose under study.

The research population in this study were all Bijin Nabe consumers from 2019 with a total population obtained in this study of 75,360 consumers (source: restaurants).

The sample is part of the number and characteristics of the population (Sugiyono, 2019). The sample selection method in this study is purposive sampling, namely the technique of determining the sample by having certain criteria for the sample to be studied.

Data processing in this study used the SPSS (Statistical Package for the Social Sciences) 23.0 computer program and manuals. This is done so that statistical data processing can be done quickly and accurately. The research method used in this research is the survey method. The survey method is a method of collecting data in the form of opinions from the subjects studied using a questionnaire. The questionnaire as a research instrument is a data collection technique that is carried out by providing a set of statements or written statements to respondents for later answers. The statements in this questionnaire were tested by validity and reliability tests.

IV. RESEARCH AND DISCUSSION RESULTS

4.1. Validity test

The validity test is used to measure whether a questionnaire is valid or not. Valid means that the instrument can be used to measure what should be measured (Sugiyono, 2019). The data validation process was carried out using SPSS version 23 software. Questionnaire items are said to be valid if r count> r table. The results of the validity test show that the statement items on the variable have the results of r count> r table. The research instrument used in this study had 16 statements with 100 consumer respondents who ate at the Bijin Nabe restaurant. Based on table 4.5, if N is 100 with a sig value. 0.05 or 5%, it shows the r table of 0.1966 means that each item of the questionnaire is declared valid or valid, thus each questionnaire item is able to reveal something that will be measured by the questionnaire. This validity test was carried out using the SPSS version 23 program.The following test results have been carried out:

Table 4.1 Validity Test

Variable	Statement Items	Corrected Item- Total Correlation (R-Calculate)	R-Table Value	Result
Menu Variations	XI.1	0.882	0.1966	Valid
	XI.2	0.884	0.1966	Valid
	XI.3	0.826	0.1966	Valid
Store Atmosphere	X2.1	0.803	0.1966	Valid
	X2.2	0.842	0.1966	Valid
	X2.3	0.797	0.1966	Valid
Image of a restaurant	X3.1	0.796	0.1966	Valid
	X3.2	0.915	0.1966	Valid
	X3.3	0.884	0.1966	Valid
	X3.4	0.900	0.1966	Valid
Buying decision	Y.1	0.789	0.1966	Valid
	Y.2	0.850	0.1966	Valid
	Y.3	0.738	0.1966	Valid
	Y.4	0.836	0.1966	Valid
	Y.5	0.736	0.1966	Valid
	Y.6	0,700	0.1966	Valid

Source: Data processed in 2020

4.2. Reliability Test

Test Reliability is a tool for measuring a questionnaire which is an indicator of the variable. A questionnaire can be said to be reliable or reliable if a person's answer to a question is consistent or stable over time. An instrument can be said to be reliable if the Cronbach alpha value is> 0.60 (Pianda, 2018). The following are the results of the validity test that has been carried out.

Table 4.2 Reliability test results

No.	Variable	Cronbach Alpha value	Result
1	Menu Variation (X1)	0.829	Reliable
2	Store Atmosphere (X2)	0.746	Reliable
3	Restaurant Image (X3)	0.896	Reliable
4	Purchase Decision (Y)	0.860	Reliable

Source: Data processed in 2020

4.3. Coefficient of Determination (R2)

The coefficient of determination with a value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. If the value of R2 is small, it means that the ability of the independent variables gives stronger to the dependent. The test results of the coefficient of determination (R2) are shown in the table as follows:

Table 4.3. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784a	.615	.598	1,587

a. Predictors: (Constant), X3_total, X2_total, X1_total

4.4. Hypothesis test

4.4.1. Statistical test t

The t statistical test is used to determine whether the independent variables parisally (each) affect the dependent variable. The basis for decision making in the t test is based on the significance value of the SPSS output results, namely if the significance value <0.05, the independent variable has a significant effect on the variable dependent (Raharjo, 2019). If the significance value> 0.05, the independent variable has no significant effect on the dependent variable. Based on the tcount value, if tcount> ttable, then there is an effect of variable x on variable y, and vice versa.

Based on the results of the t test (partial) that has been carried out with SPSS software, it can be explained:

a. Effect of X1 on Y

Ho: $\rho y1.234 = 0$ Menu variations do not partially have a significant effect on purchasing decisions

. Ha: $\rho y1.234 \neq 0$ Menu variations partially have a significant effect on purchasing decisions.

After testing the research hypothesis based on the results of calculations using SPSS 23.0 it was obtained from the partial hypothesis table (t) that the significance value of 2 tails of the X1 menu variation showed a value of 0.000 smaller than 0.05. This indicates that the variable X1 has a partially significant effect on Y. So it can be concluded that Ha is accepted and Ho is rejected. Which means that the test shows that partially there is a significant effect on menu variations with purchasing decisions.

b. Effect of X2 on Y

Ho: $\rho y2,134 = 0$ Store atmosphere partially does not have a significant effect on purchasing decisions.

Ha: $\rho y2,134 \neq 0$ Store atmosphere partially has a significant influence on purchasing decisions.

After testing the research hypothesis based on the results of calculations using SPSS 23.0 obtained from the partial hypothesis table (t) that the value *significance* 2 tail store atmosphere variable X2 shows a value of 0.013 less than 0.05. This indicates that the variable X2 has a partially significant effect on Y. So it can be concluded that Ha is accepted and Ho is rejected. Which means that the test shows that partially there is a significant influence on store atmosphere with purchasing decisions.

c. Effect of X3 on Y

Ho: $\rho y3.124 = 0$ Partially restaurant image has no significant influence on purchasing decisions.

Ha: $\rho y3,124$ 0 Restaurant image partially has an influence on purchasing decisions.

After testing the research hypothesis based on the results of calculations using SPSS 23.0 obtained from the partial hypothesis table (t) that the significance value of 2 tails of the X3 restaurant image variable shows a value of 0.013 smaller than 0.05. This indicates that the variable X3 has a partially significant effect on Y. So it can be concluded that Ha is accepted and Ho is rejected. Which means that the test shows that partially there is a significant effect on the image of the restaurant with purchasing decisions.

4.4.2. Test f

Ho: $\rho y1234 = 0$ Menu variations, Store Atmosphere and Restaurant Image partially do not have a significant effect on purchasing decisions.

Ha: $\rho y1234 \neq 0$ Menu variations, Store Atmosphere and Restaurant Image partially have a significant influence on purchasing decisions.

Table 4.4. Multiple hypothesis testing (F test)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	618,073	3	206,024	68,275	.000b
	Residual	289,687	96	3,018		
	Total	907,760	99			

a. Dependent Variable: Purchase Decision (Y)

After testing the research hypothesis, and based on the results of calculations using SPSS 23.0 in table 4:12. obtained a significance F of 0.000 smaller than 0.05. It can be concluded that Ho is rejected and Ha is accepted, so together or simultaneously there is a positive and significant influence between Menu Variations, Store Atmosphere and Restaurant Image on Purchasing Decisions.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

1. Menu variations have an effect on purchasing decisions at Bijin Nabe restaurants. This is because the menu variations in Bijin Nabe are unique and attract consumers to buy and taste them. One of the bestselling menus is

Chicken Namban, which is chicken that is fried and then flushed with tartar sauce. Consumers who come to Bijin Nabe will always order the bestseller menu.

2. Store atmosphere affects purchasing decisions at Bijin Nabe restaurants. This is because the luxury store atmosphere of Bijin Nabe makes customers who come in comfortable, happy and at home for long in Bijin Nabe. For example, the light in the middle is golden yellow, it is one of the spots for consumers to take pictures.

3. The image of the restaurant influences the purchasing decision at the Bijin Nabe restaurant. This is due to the image of the bijin nabe restaurant which is very famous for its chicken collagen soup made from stew of gidori chicken bones (the name of chicken in Japan). Most female consumers who come because collagen can make faces look young and good for health.

4. Menu variations, store atmosphere and restaurant image influence purchasing decisions. These three variables are very influential on purchasing decisions in bijin nabe. This is due to the interesting variety of the bijin nabe menu, the luxurious bijin nabe store atmosphere and also the image of the bijin nabe restaurant which is well known to many people about its flagship soup, namely chicken collagen.

5.2. Suggestion

Based on the research results, the suggestions that can be put forward in this study are:

1. For menu variations, there must be more variety and also in the form of food it must be in accordance with what is drawn, because there are several menus that do not match what is drawn, it makes consumers a little disappointed because it does not match their expectations. And also the kitchen child when cooking should be tasted before giving it to consumers to find out the salty, sweet taste, because there are some foods that get complaints from consumers with salty, sweetness and even tasteless taste (no taste at all).

2. For the store atmosphere, the light should be better explained and servicing the air conditioner every few months so that it is not damaged, because the air conditioner had turned off several times and it made consumers eat uncomfortable and feel hot. And also the placement of one table with another table should be given a rather wide distance so that consumers do not feel cramped and rubbing against other consumers.

3. For the image of the restaurant, there should be more promotion on social media so that the bijin nabe restaurant is increasingly known by many people and also becomes more crowded.

4. For purchasing decisions, consumers can choose various types of food to buy. In addition, consumers can also choose various types of payment methods such as cash, debit / credit cards and so on.

REFRENCES LIST

Ariningtyas, E. (2019). Testing the Effect of Menu Diversity, Product Quality, Store Atmosphere and Price on purchasing decisions. Journal of Management Applications, 7, 1979-2700.

Basransah, A., Hermanto, M., and Johansyah. (2016). The Influence of Store Atmosphere, Store Location and Product Diversity on Purchasing Decisions. Journal of Management, 16, 432-463.

Berman, Berry and Joel R. (2010). Evans.Retail Management: a Strategic Approach, 8th Edition. New York: Macmillan Publishing Company.

Donnelley RR (2012) Food in Hospital: National Catering and Nutrition Specification for Food and Fluid Provision in Hospitals in Scotland. Scottish Government. Edinburgh, p. 19-24.

Engel. 2013.Consumer Behavior. Orlando, Florida: Harcourt College Publisher.

Farida, N and Saidah, S. (2017). The Effect of Product Variations on Purchasing Decisions of Indofood's Sambal. Journal of the Faculty of Economics, 6, 156-168.

Ghozali, I. (2016) Multivariete Analysis Application with IBM SPSS 23 algorithm. 8. Edition C. Semarang: Diponegoro University Publishing Agency.

Hanjaya, S. (2016). Effect of Product Quality, Product Knowledge and Product Diversity on Purchasing Decisions. Journal of the Faculty of Economics, 1, 2527-4635.

Harrison, F. (2010). Service Marketing Management. Bayu Media.

Harrison. (2010). Analysis of the Influence of Company Image on Purchasing Decisions. Journal of Business Economics, 6, 779-856.

Hidayat, K. (2015). The Influence of Store Atmosphere on Purchasing Decisions at Madam Wang Secret Garden Cafe Malang. Journal of Administration and Economics, 28, 225-239.

Kotler, P and Keller, KL (2016). Marketing Management (15 Edition). Pearson Education Limited.

Levy, Michael and Weitz, Barton A. (2012). Retailing Management (8th ed) Edision New York, America: McGraw-Hill / Irwin

Madjid, R. (2015). The Influence Store Atmosphere Towards Customer Emotions and Purchase Decisions. International Journal Of Humanities and Social Science Invention, 3, 2319-7722.

Mowen, JC (2010). Consumer Behavior, 4thEdition. New Jersey: Prentice Hall.

Pratiwi, NM (2019). The Influence of the Atmosphere, Product Variations, and Company Image on Purchasing Decisions. European Journal of Management, 4, 2501-9988.

Perdana, K (2016) Statistical Analysis. Bandung: Alfabeta

Puckett PR (2012). Food Service Manual for Health Care Institutions, 3rdEd., Health Forum, Inc. An American Hospital Association Company, Chicago. p. 471-479.

Salmawati T. (2014). Food Administration, Adequacy Level and Menu Cycle in Dr. Hospital. H. Marzoeki Mahdi Bogor. Faculty of Agriculture, Bogor Agricultural University. Bogor.

Santoso, A. (2016). The Influence of Service Quality and Company Image on Customer Satisfaction. Journal of Business Economics, 7, 513-657.

Schiffan, Leon.G and Leslie Lazar Kanuk. (2010). Consumer behavior. 7th Edition. Translation by Drs. Zulkifi Kasip. PT Index. Jakarta.

Sugiyono. (2014). Business Research Methods: Quantitative Approaches, Qualitative and R and D. Bandung: ALFABETA.

Tiodora B, et al. (2014). Pre Dietetic Internship Report Food Service and Food Production Rotation at Panti Nirmala Hospital, 10 - 22 November 2014. Pre Dietetic Internship Report. Faculty of Medicine, University of Brawijaya. Poor.

Ujang Sumarwan. 2011. Consumer Behavior (Theory and Its Application in Marketing). 2nd Edition.PT Ghalia Indonesia. Bogor

Wahyono. (2018). Effect of Store Atmosphere, Product Knowledge and Corporate Image on Purchasing Decisions. Management Analysis Journal, 7, 2252-6552.

Widartika. (2018). Menu Planning and Menu Planning Factors. Faculty of Agriculture, Bogor Agricultural University.