The Influence Of Product Differentiation Strategies, Brand Image And Service Quality On Purchasing Decisions At Omah Pentol Café In Munjungan District

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Abstract

Research aim: *The aim of this research is to analyze whether there is a significant influence between the variables of product differentiation, brand image and service quality on purchasing decisions at the Omah Pentol café in Munjungan district.*

Design/Method/Approach : *Nonprobability sampling approaches and a quantitative approach are employed in this study. The 40 respondents who had made purchases at Rumah Pentol Café served as the research's samples. They were subjected to analysis using the traditional assumption test, multiple linear regression analysis, coefficient of determination, and test. The population for this study consisted of all customers who had made purchases there. utilizing the SPSSv23 tools, hypotheses*

Research Findings : *According to the research's findings, Pentol House Café customers' decisions to buy are somewhat influenced by service quality and product difference. In the meanwhile, decisions to buy are not partially influenced by brand image. Brand image, service quality, and product distinction all have a big impact at the same time.*

Theoretical contribution/Originality : *Product differentiation can expand understanding of how to increase sales which can influence consumer behavior and purchasing decisions. Measuring the impact and preferences of consumers on service quality, and digging deeper into the concept of brand image from a consumer perspective influences purchases.*

Practitioner/Policy implications: *This research provides practical implications for Pentol House Cafés in improving purchasing decisions*

Research limitations: *Only the independent variables—brand image, product distinctiveness, and service quality—and the dependent variable—product quality—are included in this study. Further investigation is required to determine the additional variables that continue to affect the dependent variable.*

Keywords: *Product differentiation, brand image, service quality, Purchase Decisions*

Introduction

The developments that occurred in Munjungan District were assessed very fast and fast which can be seen from the many shopping centers as well as sector service Which grow mushrooming in subdistrict munjungan. Matter This bring impact change to behavior public so thatinfluence behavior patterns in running business competition , so make para businessman look for strategy Which appropriate For market their products due to increasingly tight business competition. Everycompanies want to be successful in running their businesses, therefore on That para marketer must apply draft marketing Which orientedmarket Because they is end spear success marketing.Of course just with No ignore interest buy Which is part frombehavioral components in buying attitudes. Since recognizing the requirements and wishes of the customer

or target market and meeting those demands in a way that is more effective and efficient than that of a rival is one strategy to achieve corporate goals.

Competition business food And drink demand company must be able to behave and act quickly in facing competition in environment business Which move dynamic And full with competition. Therefore, every company is required to be able to compete competitively in terms of creating and maintaining loyal buyers. Lots of it connoisseur coffee in subdistrict munjungan that is Wrong One of them is due to factors such as the number of schools and everything different groups in Munjungan district. Hence the customer There is a lot of coffee in Munjungan district. Not just from children young but Also from person Which Already having a family. Impact competition cafe in Munjungan can felt with decreasing amount customer, Maybe because there are things that this cafe doesn't have, however competitor have it. Café home Meatball is Wrong One competitor in field food And drink subdistrict Munjungan. home Meatball located in Masaran village, Munjungan District. it has variety a variety of menus that include coffee and non-coffee. The cafe shop conceptualize itself as a pleasant place to do work, gather and take photos and even become a meeting place for someone community certain. For differentiate with product competitor every product Which marketed must have difference from competitor. For use something goods or product. According to state that AA company can differentiate its market offering along five dimensions, namely, product, service, channel, personnel, And image. On study This differentiation will focus on product differentiation. According to Sahetapy [1] product differentiation is an activity modify the product to be interesting. This product differentiation usually only changes the character slightly products, including packaging and promotional themes without changing specifications physical product even if it is necessary. Meanwhile, according to Sahetap y [1] Product differentiation is the activity of modifying a product to make it more finished interesting.

Café home Meatball Also Still own problem with introduction products on the menu so that customers are still hesitant to buy A product Which There is in menu, by Because That For add Power pull Cafe Omah Pentol customers also still want to deepen their introduction products to customers by wanting to introduce their products more through brand image. A brand is something that influences consideration consumer in buy According to Kotler, P., & Keller, [2] explain AA brand can be a combination of a name, symbol, sign, or design. to recognize products or services from a vendor or sales team and set them apart from rivals. So that consumers have memory Which strong so company must have image brand Which appropriate. Company Which succeed create A brand Which strong will have added value from other companies. Brand Image is bunch association brand Which formed remembered consumer. according to Santoso . [3] From a number of many its competitors, home Meatball has the obligation to carry out competition where Omah Pentol must design a strategy that suits market conditions faced who knows That covers strategy in marketing nor strategy differentiation. Surveys in analyzing markets, decisions about products, determination price, promotion And distribution in marketing mix is a number of factor which influence successful marketing strategy.

The problems experienced by Cafe Omah Pentol are also about service they Which A little not enough maximum matter That happen exists customer Which explode so that influence quality The services they currently have are due to competition in the food and beverage sector This drink is getting tighter, According to Kasmir explained that the quality service is something deed And action perpetrator business or company For give satisfaction to customer. According to Syriac Quality Service is something ability in make And provide products in the form of goods

or services that have appropriate benefits with hope And desire customer. According to ernawati [4] Indicator Quality service shared become 5 (five) among them :Reliability, Responsibility, Guarantee, empathy, And Proof physique.

The factors above influence Cafe consumer purchasing decisionsOmah Pentol, therefore Cafe Omah Pentol must innovate above in order to survive in the competitive food and business business current drink and so on, Purchase decisions are one the primary elements influencing customer behavior. Purchase decisions made by customers, namely the methodical approach they use while acquiring products and services. Decision purchasing is a method for resolving issues with human activities in order to acquire a good or service to satisfy a person's requirements and desires. It includes introducing needs and desires, gathering information, evaluation toalternative purchase, decision purchase And Act in demand after purchase [5] . In study This, writer notice factors Which influence decision purchase includes trust, brand image, and quality service. Factors The decision to purchase products at Cafe Omah Pentol is very important This research is to produce results that can help Cafes home Pentol survives and increases in sell the product.

1.1. Statement of Problem

Still lack of Strategy differentiation product Which in do Caffe homePentol, this is shown by the fact that there is not yet a complete difference on a menu so create consumers bored , still lack of introduction brand Which There is in a number of menu, matter This inshow with exists customer still hesitate to buy Still There is lack of quality service matter This in show by a number of customers who still complaining Still exists doubt Which in feel it by customer to decision purchase, matter This in show with exists menu Which Nochanged change And has a price Which relatively expensive

1.2. Research Objectives

The purpose of this study is to determine the impact that brand image, service quality, and product differentiation strategy have on decisions made at the Omah Pentol café in Munjungan district.

2. Method

This research uses a quantitative approach and causal research type. The research data is primary data from respondents' opinions based on questionnaires distributed by researchers to consumers who have purchased at least 2x purchases at the Omah Pentol Café. According to Roscoe in Sugiyono [6] a suitable measure in research is The sample size must be at least ten times the number of variables being researched if multivariate analysis (correlation or multiple regression) is to be performed in the study. So because the variables used are product differentiation, brand image, service quality, and purchasing decisions, the sample is 10 x 4 = 40 samples. The analytical method makes use of multiple linear regression, hypothesis testing, coefficient of determination, and traditional assumption tests.

## 3 . Results and Discussion /Results and Discussion

Using the IMB SPSS for Window version 23 program, multiple linear analysis is the analysis technique employed to get a complete picture of the independent variables, namely brand image, product differentiation, and service quality, on the dependent variable, namely the Purchase Decision at the Pentol House Café. Therefore, testing the classical assumptions is required in order to meet the requirements stated in the multiple linear regression model. Multiple linear regression and the coefficient of determination are then used as follows.

3.1 Testing Classical Assumptions

Primary research data are employed, and multiple linear regression is the analytical

method. Testing traditional presumptions is required in order to meet the constraints outlined in the usage of multiple linear regression models..

used to determine if the distribution of the independent variable, dependent variable, or both is normal. The histogram, normal probability plot, and Kolmogorov Smirnov data distributions provide evidence of whether or not the data has a normal distribution. If the data in a histogram resembles a bell, the data is considered to have a normal distribution. In contrast, data is considered normal in a normal probability plot if the distribution of points around the diagonal line follows the diagonal line's direction.
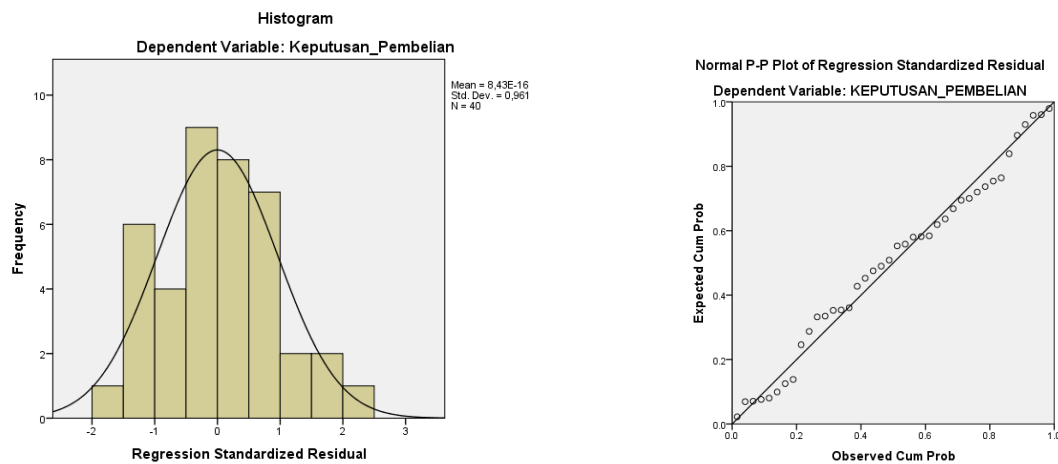
Source: Processed primary data, 2023
Figure 1 Normality Test Results

It is evident from Figure 1 that the data under analysis is regularly distributed based on the findings of the normality test. The variable data has a bell-shaped form, as indicated by the histogram image findings. In the meantime, the data or points are dispersed along the diagonal line and follow its direction, according to the findings of the normal probability plot.

To determine if the regression model detects a link between independent variables, the multicollinearity test is used. There shouldn't be any connection between the independent variables in a decent regression model. The value of the variance inflation factor, or VIF, is used to identify multicollinearity. The table displays the multicollinearity test results from the tolerance values, VIF, and correlation matrix between independent variables.

Table 3. Multicollinearity Test

Coefficients ᵃ

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Deferensiasi_Produk	,999	1,001
	Citra_Merek	,999	1,001
	Kualitas_Pelayanan	,998	1,002

a. Dependent Variable: Purchase_Decision

Table 3 displays the results of the multicollinearity test, which indicate that the tolerance

value is greater than 0.10 and the VIF value is less than 10.00. Thus, it may be said that multicollinearity is not present. Finding out if there is an inequality in variance from the residuals of one observation to another observation in the regression model is the goal of the heteroscedasticity test for this test. It is referred to as homoscedasticity if the variance of the residual from one observation to the next is constant; heteroscedasticity occurs when it differs. A homoscedastic model of regression is one in which heteroscedasticity is absent. Figure 2 displays the findings of the heteroscedasticity test using scatterplot graphs.
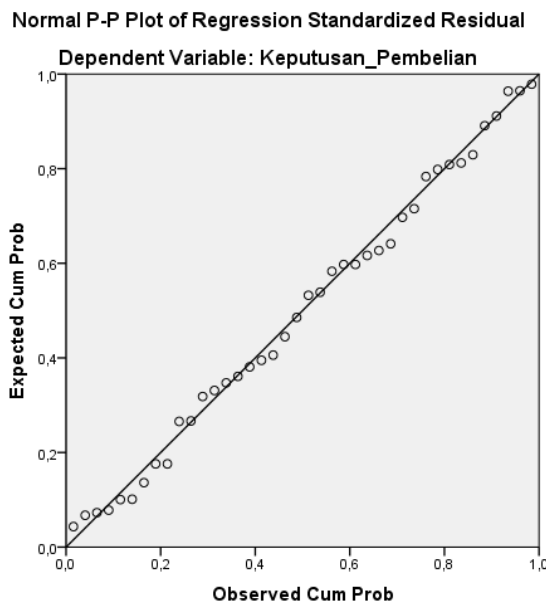
Source: Processed primary data, 2023

Figure 2. Heteroscedasticity Test Results

The scatterplot graph in Figure 2 illustrates how the dots are dispersed randomly, lacking any discernible pattern, and are positioned both above and below the zero on the Y axis. This indicates that the regression model does not exhibit heteroscedasticity. Therefore, it is established that heteroscedasticity does not exist in the regression model.

3.2 Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in table 5.

Table 5. Multiple Linear Regression Analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,489	3,370		5,487	,000
	Deferensiasi_Produk	,110	,056	,287	1,964	,0 03
	Citra_Merek	-,123	,124	-,145	-,991	,328
	Kualitas_Pelayanan	,193	,081	,349	2,386	,0 0 2

a. Dependent Variable: Purchase_Decision

Based on table 5, the multiple linear regression equation obtained from the analysis test results is as follows.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$
$$= (18.489) + 0.110 + (-0.123) + 0.193 + e$$

The regression equation has the meaning as: Constant = 18.489. This value indicates that if the variables Product Differentiation (X1), Brand Image (X2), and Service Quality (X3) have a value of = 0, then purchasing decisions (Y) will decrease by 18.489.

If the Product Differentiation media coefficient (X1) increases by 1 unit, assuming that Brand Image (X2) and Service Quality (X3) remain or do not change, it will increase purchasing decisions (Y) by 0.110

If the Brand Image coefficient (X2) increases by 1 unit, assuming Product Differentiation (X1) and Service Quality (X3) remain or do not change, it will increase purchasing decisions (Y) by -0.123

If the Service Quality coefficient (X3) increases by 1 unit, assuming Product Differentiation (X1) and Brand Image (X2) remain or do not change, it will increase purchasing decisions (Y) by 0.193

3.3 Analysis of the Determination Coefficient (Adjusted R2)

The goal of the coefficient of determination, or modified R2, is to ascertain how well the model explains changes in the dependent variable. The percentage that each independent variable simultaneously contributes to the dependent variable is found via determination analysis.

This coefficient indicates the extent to which the dependent variable can be explained by the change in the independent variable that was utilized in the model. The method's independent variable variation does not account for even the smallest fluctuation in the independent variable, as seen by the adjusted R2 value of 0. Conversely, if Adjusted R2 = 1, then 100% of the variance in the dependent variable can be explained by changes in the independent variable employed in the model.

Table 6 below shows the results of the coefficient of determination of the three independent variables: media marketing, brand awareness and product quality.

Table 6. Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,483 [a]	,234	,170	1,070

a. Predictors: (Constant), Service_Quality, Product_Differentiation, Brand_Image

b. Dependent Variable: Purchase_Decision

Based on table 6, it can be seen that the adjusted R2 value is 0.170. This shows that the independent variables product differentiation, brand image and service quality are able to explain 17.0% of the dependent variable (purchase decisions) and the remaining 83.0% is explained by other variables not examined in this study.

3.4 Hypothesis Testing

Hypothesis testing in this research uses the t-test and F-test, as follows:

Partial test results using the t-test whose values are compared with a significance of 0.05 which can be seen in table 7.

Table 7. T-test (Partial Test)

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,489	3,370		5,487	,000
	Deferensiasi_Produk	,110	,056	,287	1,964	,0 03
	Citra_Merek	-,123	,124	-,145	-,991	,328
	Kualitas_Pelayanan	,193	,081	,349	2,386	,0 0 2

a. Dependent Variable: Purchase_Decision

Table 7 displays the t findings derived from the product differentiation variable's significant value of 0.003, which is higher than 0.05 and leads to the rejection of H0 and the acceptance of Haa. This indicates that a considerable influence on purchase decisions is partially attributed to the product differentiation variable.

Table 7's computation results show that the brand image variable's significance value is 0.328, which is higher than 0.05 and leads to the rejection of H0 and the acceptance of Haa. This indicates that there is a partial lack of meaningful influence of the brand image variable on purchase decisions.

Table 7's computation results show that the service quality variable's significance value is 0.002, which is less than 0.05, meaning that Ha is rejected and H0 is approved. This indicates that there is a strong partial influence of the service quality variable on purchase decisions.

The F test is designed to examine the simultaneous (combinatorial) effects of social media marketing, brand awareness, and product quality on the dependent variable, or purchase choices. One way to look for the F-test is to compare the probability value outcomes. Table 8 shows the outcomes of simultaneous testing using the F-test, whose values will be compared at a significance level of 0.05.

Table 8. F test (simultaneous test)

ANOVA a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,559	3	4,186	3,657	,000 b
	Residual	41,216	36	1,145		
	Total	53,775	39			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Service_Quality, Product_Differentiation, Brand_Image

Based on the results of the F test in table 8, a significance value of 0.000 is obtained, which is smaller than 0.05, so the hypothesis H0 is rejected and Haa is accepted. This means that the variables of product differentiation , brand image and service quality simultaneously have a significant effect on the purchasing decision variable.

4. Conclusion

Product differentiation has a significance value of 0.003, which is less than 0.05, and it somewhat impacts purchasing decisions. With a significance value of 0.002, which is less than 0.05, service quality has a substantial impact on purchase decisions to a partial extent. This implies that when the Pentol House Café's service gets better, more customers will visit it. Purchasing choices are slightly unaffected by brand image, with a significant value of 0.328, above the 0.05 threshold.

Purchase decisions are positively and significantly impacted by difference, brand image, and service quality all at the same time. Furthermore, the Adjusted R2 coefficient of determination value of 17.0% shows that the three independent variables in this research—product differentiation, brand image, and service quality—can affect repurchase intention. The remaining 83.0% is influenced by other factors that were not included in this analysis. this study.

The findings of this study can serve as a springboard for more investigation, particularly within the same sector. To provide better research, future studies must include more study factors. This is suggested because research has shown that elements like price, location, and service quality may impact purchase decisions. It has also been demonstrated that variables like product differentiation, brand image, and service quality have an influence of 17.0% on purchasing decisions.

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