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THE INFLUENCE OF PRICE, WORD OF MOUTH, AND SERVICE QUALITY ON FAST FOOD PURCHASING DECISIONS SABANA FRIED CHICKEN, CILINCING BRANCH, NORTH JAKARTA

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ABSTRACT

Abstract This study aims to determine the influence of price, word of mouth, and service quality on purchasing decisions of fast food consumers at Sabana Fried Chicken Cilincing Branch, North Jakarta. The research approach is quantitative with causal associative research methods. The population in this study were consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta, while the research sample was 100 consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta who met the criteria. The data in this study are primary data by distributing questionnaires. The data analysis technique used is path analysis using SmartPLS 3.0. The results of the study concluded that 1) Price had a positive and significant influence on purchasing decisions for fast food consumers at Sabana Fried Chicken Cilincing Branch, North Jakarta, 2) Word of mouth had a positive and significant influence on purchasing decisions for fast food consumers in Sabana. Fried Chicken Cilincing North Jakarta Branch, 3) Service quality has a positive and significant influence on purchasing decisions for fast food consumers at Sabana Fried Chicken Cilincing North Jakarta Branch.

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1. PRELIMINARY

The era of globalization has made world and business developments faster, more efficient and more practical. This causes humans to be more active to get needs more practically and quickly. This change causes changes in people's lifestyles and patterns of getting something or enjoying something at this time. The modern and fast-paced lifestyle makes everyone familiar with fast food. Fast food provides the concept of being able to enjoy fast food and quality service in a short time. Not only very busy people who consume this fast food, but now various groups consume fast food. Both from the upper, middle and lower classes consume fast food.

Sabana Fried Chicken creates a product in the form of crispy chicken. 1 chicken can be cut into 8-9 pieces which will later be processed into crispy chicken at different prices. The 8 pieces of chicken are 2 chicken wings, 2 lower thighs, 2 upper thighs, 1 upper breast and 1 lower breast. In contrast to these cheap chickens without that brand, Sabana has its own advantages, the size of the chicken is quite large, and the taste is really good, for a street size the taste can compete with restaurants, but at Sabana it is proven that it really tastes good and is similar to fried chicken in KFC. Even though KFC tastes better, the seasonings here are more flavorful than street fried chicken from other brands.

Competition is getting tougher in the food industry, especially local fried chicken products, making consumers have many alternative choices that make it very easy for consumers to switch to other brands. Therefore, something is needed to attract consumers to continue to choose and make purchases of Sabana Fried Chicken products. Consumers are interested in making purchasing decisions with various considerations made.

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The price perception factor will be seen by consumers the first time. According to Kotler & Keller (2016: 67), price is one element of the marketing mix that generates income, other elements generate costs. Price is the easiest element in a marketing program to adjust product features, channels and even communication takes a lot of time. Cambell in Cockril & Goode (2015: 368) states that price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices. That's why the perception of price is the reason someone makes a decision to buy. Companies cannot set prices singly.

Based on this background, it describes how purchasing decisions are influenced by various considerations where the factors that are thought to influence consumer buying behavior are price, word of mouth and service quality, thus the research discussion focuses on "The Influence of Price, Word of Mouth and Service Quality on Food Purchase Decisions Fast Food for Consumers (Sabana Fried Chicken, Cilincing Branch, North Jakarta)".

1.1. Formulation of the problem

Based on the background described above, the formulation of this study is:

1. Does price affect the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta?
2. Does word of mouth influence the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta?
3. Does the quality of service affect the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta?

1.2. Research purposes

Based on the formulation of the problem obtained, the objectives of this study are:

1) To determine the effect of price on fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.
2) To determine the effect of word of mouth on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.
3) To determine the effect of service quality on fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.

2. LITERATURE REVIEW

2.1. Marketing

Marketing is important for companies to maximize sales strategies and to gain profits for the survival of a company. According to the American Marketing Association in Sudaryono (2016: 41), marketing is a function of organization and a series of processes for creating, communicating, and delivering value to consumers and managing relationships between consumers and companies to provide benefits for consumers and producers.

2.2. Marketing Management

Sunyoto (2017: 221) says that marketing management is the analysis, planning, implementation and control of programs designed to create, establish and maintain profitable exchanges with the organization's target buyers. As for Shultz in Manap (2016: 79) states marketing management is planning, directing and supervising all marketing activities.

2.3. Price

According to Kotler and Keller (2016: 67), price is one of the elements of the marketing mix that generates income, other elements generate costs. Price is the easiest element in a marketing program to adjust, product features, channels and even communication take more time. Price also communicates the intended value positioning of the company's product or brand to the market. Well-designed and marketed products can sell for high prices and generate good profits.

2.4. Word of Mouth

Communication by word of mouth is a communication channel that is often used by companies. This communication is considered very effective and does not need to incur costs in expediting the marketing process and is able to provide benefits to the company. Poerwanto and Zakaria in Sudarsono (2016: 17), said word of mouth marketing is the only promotion method from customer to customer, and for customers. Word of mouth is a communication channel that has consumed a product or used a company's services, and obtains satisfaction and then recommends it to others about their experiences.

2.5. Service quality

Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations (Tjiptono, 2017: 81). So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers. Quality of service (service quality) can be known by means of or obtained with the service they actually expect. If the service received or perceived is as expected, then the service quality is

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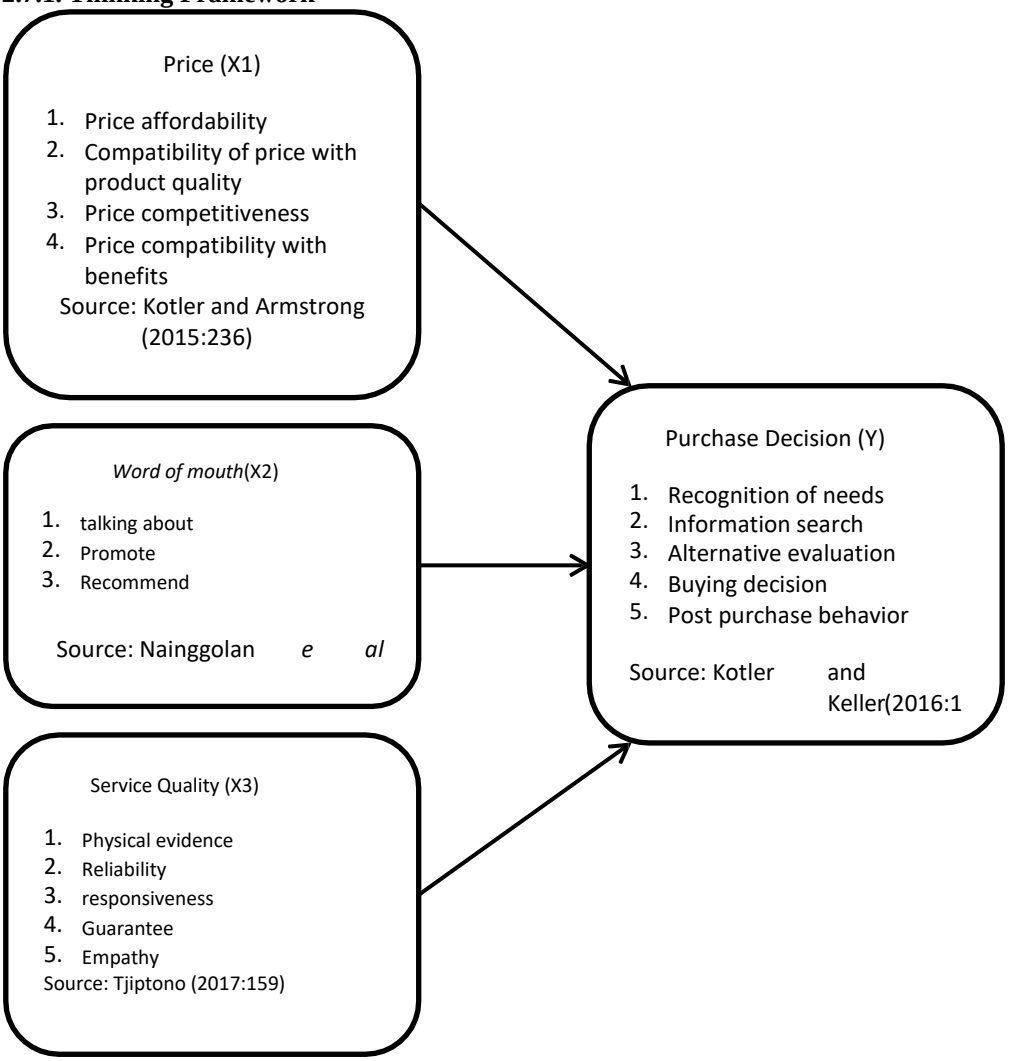
perceived as good and satisfactory. Conversely, if the service received is lower than expected, then the service quality is perceived as bad/not in line with consumer expectations.

2.6. Buying decision

According to Terry in Djohan (2016: 45), decision making is the selection of alternative behaviors from two or more existing alternatives. Then Tjiptono (2016: 21) states purchasing decisions are a series of processes that start with consumers knowing the problem, looking for information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then a series of processes leads to to purchase decisions.

2.7. Research Conceptual Framework

2.7.1. Thinking Framework



Based on the framework above, it can be explained that purchasing decisions are a process that can be influenced by several factors, including price, word of mouth and service quality.

Price is an important variable that is considered by consumers in making purchasing decisions. Affordability of prices is often attractive to consumers to then pay attention to a product. Consumers will also assess the suitability of prices with the quality of the products offered, as well as pay attention to price competitiveness that occurs in similar products. Consumer considerations adjust the price with the benefits that will be received if buying a product can determine consumer purchasing decisions.

Word of mouth is communication that can produce good communication so that someone will ask other people about information on an item before they buy, therefore word of mouth influences purchasing decisions. Word of mouth is a form of communication that is indicated by consumers discussing a product, furthermore consumers also promote the product being discussed then at a certain level consumers recommend products that are believed to be of

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good quality and suitable for consumption. Among the efforts that can be made by the company so that word of mouth is effective in increasing sales is to provide customer satisfaction. Sabana Fried Chicken offers a street food concept, but the crispy chicken it sells has the same quality as well-known restaurants. The flour dressing is crispy and the chicken meat is juicy and tasty. The Sabana fried chicken variant is also not only original, but there are geprek, spicy wings, chicken with mentai sauce. This must be maintained so that the consumer experience of buying crispy chicken at Sabana Fried Chicken is satisfying and consumers are interested in making a purchase

Quality service can also encourage consumers to establish a close relationship with the company. Service quality can be determined by comparing customer perceptions of the service they actually receive with the service they actually expect, taking into account the company's service attributes. The quality of service provided by the company to consumers in obtaining a product, in various ways such as physical evidence (neat/clean outlets and friendly and professional employee service), reliability (fast/responsive and as expected), responsiveness (responsiveness to needs) as well as consumer questions), guarantees (consuming safety and keeping no complaints) or empathy (attention of employees and appropriate queues) can be variables that determine purchasing decisions.

2.7.2. hypothesis

Based on the theoretical and research studies described above, the hypotheses proposed in this study are as follows:

1. Effect of price on purchasing decisions

Price is the amount of money needed for a number of combinations of goods and services. More broadly, price is the sum of the values that consumers give to benefit from owning a product. In the decision to purchase a product, the role of price is very important. Therefore, companies must be able to create a pricing strategy that not only benefits the company, but also meets consumer expectations. Consumers generally judge the price by the quality of the product where the first thing that is usually seen when buying is the price. A company should set a price that is proportional to the quality and value of the product. Extremely high prices or vice versa can be a determining factor for consumers to make purchases.

2. The influence of word of mouth on purchasing decisions

Word of mouth as an action in which the company gives reasons or an interesting topic so that people talk about the products it sells and make it easier for the conversation to happen. Word of mouth can be done intentionally or unintentionally. To carry out word of mouth intentionally (amplified word of mouth), it is necessary to apply several basic elements so that the dissemination of information through word of mouth can work well. Word of mouth has become the most powerful medium in communicating products or services to two or more consumers. Word of mouth is communication that can produce good communication so that someone will ask other people about information on an item before they buy, therefore word of mouth has an effect on purchasing decisions.

3. Effect of service quality on purchasing decisions

Consumer-centric companies must consider what customers want, need, and like in terms of service. because it will be an influence on them in making decisions to buy the product needed. Purchasing decision is an important process to influence marketers through marketing strategy. To make purchasing decisions, a successful marketing strategy requires an understanding of consumer behavior, because consumer actions influence the sustainability of companies that become institutions to try to fulfill consumer wants and needs. Service quality is the main concern of consumers when making a purchase. Quality service encourages consumers to establish a close relationship with the company. Service quality can be determined by comparing customer perceptions of the service they actually receive with the service they actually expect, taking into account the company's service attributes. The quality of service provided by the company to consumers in obtaining a product, in various ways such as service speed, employee friendliness, and so on can influence consumers to make purchases.

Putro's research (2018) shows that service quality has a significant and positive effect on purchasing decisions for Pak Elan's milkfish restaurant 2. Another study by Putri, Levyda, and Hardiyanto (2021) also found that service quality influences purchasing decisions for Four Bro products in the city of Jakarta , Bogor, Depok, Tangerang, and Bekasi.

H3: Service quality has a positive and significant effect on purchasing decisions

3. RESEARCH METHOD

3.1. Approach Study

This research approach starts from problems that are quantitative and limits the problems that exist in the formulation of the problem. This study uses a quantitative approach, namely research that emphasizes its analysis on numerical data (numbers) processed by statistical methods. Basically, a quantitative approach is carried out in inferential research (in the context of testing hypotheses) and relies on the conclusion of the results on a probability of error in rejecting the hypothesis. Quantitative research put forward by Sugiyono (2019: 14) is research by obtaining data in the form of numbers or qualitative data that is numbered. This research is an associative research that is causal. Associative research according to Sugiyono (2019: 36) is research that aims to determine the relationship between two

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or more variables. In this research, a theory can be built that can function to explain, predict, and control a phenomenon. This method is used because this study aims to determine the effect of price, word of mouth and service quality on purchasing decisions.

3.2. Population and Sample

Sugiyono (2019: 126) defines the population as a generalization area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population in this study were consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.

The sample is part or representative of the population to be studied (Arikunto, 2016: 109). The sample in this study were consumers who were making purchases at Sabana Fried Chicken, Cilincing Branch, North Jakarta at the time of the research.

The sampling method was carried out using accidental sampling technique. Sugiyono (2019: 67) explains that accidental sampling is a sampling technique based on coincidence, that is, consumers who coincidentally/accidentally meet researchers can be used as samples, if it is deemed that the person met by chance is suitable as a data source.
The sample in this study are consumers who make purchases at Sabana Fried Chicken, Cilincing Branch, North Jakarta. The number of population in this study cannot be known with certainty where the data on consumers who make purchases at Sabana Fried Chicken, Cilincing Branch, North Jakarta, are not recorded properly because the sales system is still manual so that it cannot be accessed by researchers. Thus, the researchers determined the research sample of 100 consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta. This is in accordance with what was stated by Ghozali (2017: 9) who stated that in using the Partial Least Square (PLS) statistical software, the recommended minimum sample size ranges from 30 to 100 cases.

3.3. Data analysis method

Data processing in this study uses the SmartPLS 3.0 program. This is done to make it easier to process statistical data more quickly and precisely. In this study the presentation of data using tables and diagrams. The use of tables and diagrams aims to make it easier to understand the data so that it can provide a more precise interpretation.

3.3.1. Descriptive statistics

Sugiyono (2019: 206) defines descriptive statistics as statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. In this section, the frequency distribution of respondents' responses to each given statement and their percentage values will be presented. The analysis is then continued by categorizing each variable by taking the average answer score for each variable which will be interpreted to the ideal score category interval which is calculated as follows:

Minimum Score = 1
Maximum Score = 4
Span (R) = Max - Min
= 4 - 1 = 3
Multiple categories (k) = 4

Table 3.2.
Interval Class Category

No.	Criteria	Evaluation
1	Category 1	Strongly Disagree
2	Category 2	Don't agree
3	Category 3	Agree
4	Category 4	Strongly agree

Interval length = R / k
= 3/4 = 0.75

Thus, the following categorical intervals are obtained:

Table 3.3.
Interval Class Score

Weight/Score Value	Evaluation
1.00 – 1.74	Strongly Disagree

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1.75 – 2.49	Don't agree
2.50 – 3.24	Agree
3.25 – 4.00	Strongly agree

Descriptive statistics analyze respondents' perceptions of the instruments for each variable used in this study.

3.3.2. Path analysis

1. The analysis technique in this study uses path analysis, which is one of the statistical analysis techniques used in quantitative research. Path Analysis is an applied form of multi-regression analysis that helps to facilitate hypothesis testing of complex relationships between variables. In path analysis, the correlation between variables is related to the parameters of the model which are expressed in a path diagram according to (Ghozali, 2017). Outer Model (Measurement Model)

   Outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). In this model analysis, it specifies the relationship between latent variables and their indicators (Husein, 2016). Outer model analysis can be seen from several indicators:

(1) Validity test

a. Convergent Validity

Convergent Validity is an indicator that is assessed based on the correlation between the item score/component score and the construct score, which can be seen from (Ghozali, 2017). Convergent validity is measured by loading factor. The loading factor describes the magnitude of the correlation between each measurement item (indicator) and the construct. The individual reflexive measure is said to be high if it correlates > 0.70 with the construct you want to measure, then the item is said to be valid.

b. Discriminant validity (a) Cross Loading

Discriminant validity from a measurement model with reflective indicators assessed based on cross loading measurements with constructs. If the construct's correlation with the measurement item is greater than the other construct measures, it will indicate that the latent construct predicts the size of the block better than the size of the other blocks.

(b) Average Variance Extracted (AVE) Value

Discriminant validityusing Average Variance Extracted (AVE). If the Average Variance Extracted (AVE) value is above > 0.50, then it can be stated that each variable has good discriminant validity.

(2) Reliability Test

a. Composite Reliability

Composite reliability is an indicator to measure a construct that can be seen in view latent variable coefficients. In these measurements, if the value achieved is > 0.70, it can be said that the construct has high reliability.

b. Cronbach's Alpha

Cronbach's Alphais a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.60.

(3) Reflective Construct Test

Designing a Measurement Model (Outer Model), namely defining and specifying the relationship between latent variables and their indicators, whether they are reflective or formative. In the reflective model, the indicator is a manifestation of the construct so that the direction of the relationship flows from the construct to the indicator. Changes to the construct will affect the indicators, otherwise changes to the indicators will not affect the construct. Whereas in the formative model, the indicators define the characteristics of the construct so that the direction of the relationship flows from the indicator to the construct, so changes to the indicators will cause very substantive changes to the construct (Ghozali, 2017).

The indicators in this study are reflective. Reflective construct test was carried out by multicollinearity test. multicollinearity uses a value (VIF) provided that a VIF value above 5 indicates that there is multicollinearity. A good indicator value has a VIF value below 5 which indicates there is no multicollinearity.

2. Inner Model(Structural Model)

(1) Inner model analysis is usually also called (inner relations, structural model and substantive theory) which describes the relationship between latent variables based on substantive theory. The inner model analysis can be evaluated by using R-square for the dependent construct. Changes in the value of the R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect. R Square The coefficient of determination (R2) essentially measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between 0 and 1. A small R2 value means that the ability

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of the independent (exogenous) variable to explain the variation of the dependent (endogenous) variable is very limited.

The coefficient of determination used in explaining this study is the value of Adjusted R2 because the independent variables used in this study are two variables. In addition, the Adjusted R2 value is considered better than the R2 value because the Adjusted R2 value can increase or decrease if one independent variable is added to the regression model (Ghozali, 2017).

(2) Evaluate the value of R Square

To evaluate the value of R2 based on the calculation results using calculate Smart PLS version 3.0. algorithm obtained the results of the value of R2. The R2 value indicates that the degree of determination of exogenous variables (price, word of mouth and quality of service) on endogenous variables (purchasing decisions) is high. The simultaneous influence of the variables of trust, security and ease of use of the application on repurchase intention can be done by calculating F count using the formula:

$$\text{F count} = \frac{\frac{R2}{(k-1)}}{1-R^2 1/4(n-k)}$$

Information :
R2 = Coefficient of determination k = Number of independent variables n = Research sample

a. To test the fit or not of a research model, you can use the F test, where the F test is carried out by comparing the Fcount value from the test results with the Ftable value used in this study, as follows: If the Fcount value > Ftable then H0 is rejected and Ha is accepted it can be concluded that the model includes fit criteria.
b. If the value of Fcount <Ftable then H0 is accepted and Ha is rejected, it can be concluded that the model includes criteria not fit.

(3) Goodness of Fit(GOF)

In SmartPLS, there are several measures that can be used to measure the goodness of fit, as follows (Henseler et al., 2016):

a. SRMR

The average difference per degree of freedom that is expected to occur in the population and not in the sample SRMR ≥ 0.08 is good fit, 0.05 ≤ SRMR < 0.08 is marginal fit, SRMR value < 0.05 is close fit.

b. Normal Fit Index(NFI) Values range from 0-1, with higher scores being better. NFI ≥ 0.90 is good fit, Value 0.70 ≤ NFI < 0.90 is marginal fit. Value 0.50 ≤ NFI < 0.70 is a fit model.

c. RMS-Theta

An RMS_theta value above 0.12 indicates a good fit, while a lower value indicates a marginal fit.

d. Evaluate the Goodness of Fit model

Model evaluation includes evaluation of measurement models and evaluation of structural models. The goodness of fit model is measured using the dependent latent variable R2 with the same interpretation as the regression, with the formula:

$$\text{GoF} = \sqrt{AVE \; x \; R2}$$

3.3.3. Hypothesis test

After carrying out various evaluations, the next step is to test the hypothesis. Hypothesis testing is used to explain the direction of the relationship between the independent variables and the dependent variable. This test is carried out by means of path analysis (path analysis) on the model that has been made. The results of the correlation between constructs are measured by looking at the path coefficients used to find out how much influence the independent variables have on the dependent variable, and their level of significance which is then compared with the research hypothesis. A hypothesis can be accepted or must be rejected statistically can be calculated through the level of significance. The significance level used in this study is 5%. If the significance level chosen is 5% then the significance level or confidence level is 0.05 to reject a hypothesis. In this study, there is a 5% probability of making a wrong decision and a 95% probability of making a correct decision. The hypothesis tested statistically in the study:

1. Hypothesis 1: Effect of X1 on Y H01: βX1Y = 0 (There is no positive and significant effect between price and fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

Ha1 : βX1Y ≠ 0(There is a positive and significant influence between price and fast

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food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)
2. Hypothesis 2: Effect of X2 on Y H02: βX2Y = 0 (There is no positive and significant effect of word of mouth on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)
3. Ha2 : βX2Y ≠ 0(There is a positive and significant influence between word of mouth on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta) Hypothesis 3: Effect of X3 on Y H03 : βX3Y = 0 (There is no positive and significant effect of service quality on fast
food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)
Ha3 : βX3Y ≠ 0(There is a positive and significant influence between the quality of
service on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)
In testing the hypothesis, it can be seen from the p value, with the following criteria:
a. Ho is rejected and Ha is accepted if the p value <0.05, which means that there is a positive and significant influence between the independent variables on the dependent variable
b. Ho is accepted and Ha is rejected if the p value > 0.05, which means that there is no positive and significant effect between the independent variables on the dependent variable.

4. RESULTS AND DISCUSSION

4.1. Brief Description of Research Object

Sabana Fried Chicken is a street business that is managed in a modern way in the form of a partnership. The Sabana Partnership was launched in 2006 by a businessman named Syamsalis. As the name implies, Sabana has a fried chicken product with dry flour seasoning. Sabana was established because the owner of the brand was initially concerned about the unclear process of slaughtering and the quality of the chicken meat consumed by the public. For this reason, Syamsalis intends to make a fried chicken product that is halal, delicious and nutritious, which is of course safe for consumption by the public. For the processing of raw materials, Sabana cooperates with partner companies, following cooperation with chicken butchers and special breeders for Sabana products and the final processing is carried out by partners (in this case, frying chicken). Sabana prioritizes the process of cutting quality, halal and hygienic chicken meat. This concern eventually became a big opportunity so that Sabana can grow rapidly until now. Currently, Sabana already has more than 2,000 outlets spread across 11 provinces throughout Indonesia. The basis for such rapid development cannot be separated from good and flexible location determination

4.2. Description of Respondent Characteristics

Respondents' descriptions were obtained from the results of questionnaires distributed for research to 100 consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta, who were the research subjects. The characteristics of the respondents asked in the questionnaire are gender, age, occupation, last education, and spending per month, as follows:
1. Gender

Table 4.1.
Gender of Respondents

No	Gender		Amount (person)	Percentage (%)
1	Man	63	63.0	
2	Woman	37	37.0	
	Total		**100**	**100.0**

Source: Primary data processed by researchers (2022)

Based on Table 4.1. It can be seen that the characteristics of respondents based on gender are more male, where 63 male respondents (63.0%) compared to 37 female respondents (37.0%).
2. Age

Table 4.2.
Respondent Age

No	Age		Amount (person)	Percentage (%)
1	17 - 20 years		2	2.0
2	20 - 29 years	61	61.0	
3	30 - 39 years	15	15.0	

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4	≥ 40 years	22	22.0		
	Total			**100**	**100.0**

Source: Primary data processed by researchers (2022)

Based on Table 4.2. It can be seen that the characteristics of the respondents based on the age of the composition are more 20-29 years, namely 61 people (61.0%), the remaining respondents aged ≥ 40 years are 22 people (22.0%), 30-39 years 15 people (15.0%) and respondents aged 17-20 years 2 people (2.0%).

3. Work

Table 4.3.
Respondent's Occupation

No	Work	Amount (person)	Percentage (%)
1	Self-employed	14	14.0
2	civil servants/asn	1	1.0
3	Private sector employee	66	66.0
4	Student / Student 9	9.0	
5	Etc 10	10.0	
	Total	**100**	**100.0**

Source: Primary data processed by researchers (2022)

Based on Table 4.3. it can be seen that the characteristics of the respondents based on the composition of the respondent's work are more respondents with jobs as private employees as many as 66 people (66.0%) compared to self-employed 14 people (14.0%), others (housewives, educators, BUMN employees) 10 people (10.0 %), students/students 9 people (9.0%), and PNS/ASN 1 people (1.0%).

4. Education

Table 4.4.
Respondent Education

No	Education	Amount (person)	Percentage (%)
1	SD 1	1.0	
2	JUNIOR HIGH SCHOOL 2	2.0	
3	SMA / SMK 37	37.0	
4	Diploma 9	9.0	
5	S1/S2 51	51.0	
6	Etc 0	0.0	
	Total	**100**	**100.0**

Source: Primary data processed by researchers (2022)

Based on Table 4.4. It can be seen that the characteristics of the respondents based on their last education composition were more S1/S2, namely 51 people (51.0%) compared to SMA/SMK 37 people (37.0%), Diploma as many as 9 people (9.0), SMP 2 people (2.0%) and respondents with elementary education only 1 person (1.0%).

5. Income per Month

The characteristics of the respondents based on income composition are more proportional where respondents with income > IDR 5,000,000 / month, namely 24 people (24.0%), IDR 3,000,000-IDR 4,000,000 / month 23 people (23.0%) , IDR 4,000,000-
Rp. 5,000,000 / month 19 people (19.0%), Rp. 1,000,000- Rp. 2,000,000 / month 17 people (17.0%), Rp. 2,000,000-Rp. 3,000,000 / month 12 people (12.0%), and < Rp.1,000,000 / month 5 people (5.0%).

4.3. Data Statistical Analysis

4.3.1. Outer Model Testing (Measurement Model)

This model defines how each indicator relates to its latent variable, or it can be said that the outer model can specify the relationship between the latent variable and its indicators. The test performed on the outer model uses the Confirmatory Factor Analysis (CFA) technique.

Confirmatory factor analysis constructs are used to see the validity of each indicator and to test the reliability of the construct. In this study, the validity criteria were based on a reflexive indicator model which was measured by

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convergent validity and discriminant validity. An indicator is said to meet convergent validity if the loading factor value is above 0.70 but for the early stages of research development a loading value of 0.50 to 0.60 is considered sufficient, and is indicated by the Average Variance Extracted (AVE) value which is above 0.50. Construct reliability was measured by Composite Reliability and Cronbach's Alpha. A construct is said to be reliable if it has Composite Reliability and Cronbach Alpha values above 0.70 (Ghozali, 2017). This research model will be analyzed using the Partial Least Square (PLS) method and assisted with Smart PLS 3.0 software.

4.3.1.1. Validity test

Based on the PLS method, testing the validity of reflexive indicators is carried out in 2 stages. The first stage is testing convergent validity, namely testing validity based on the loading factor value of each construct, and the next stage is testing discriminant validity, namely testing validity based on comparisons.

1. Convergent Validity

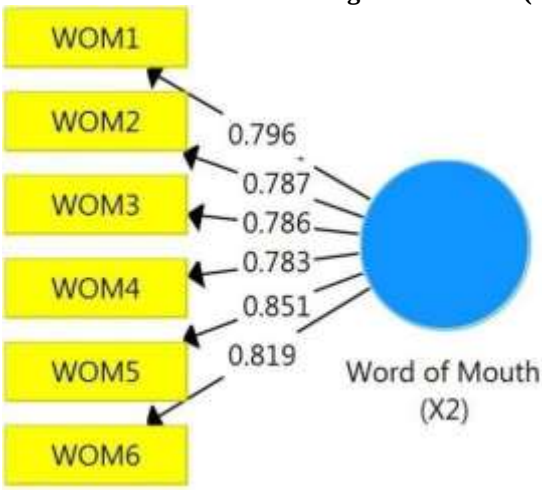
Testing the validity by looking at the loading factor. The loading factor is a number that shows the correlation between the score of an item in question and the score of the construct indicators that measure the construct. The loading factor value greater than 0.70 is said to be valid. After processing the data using Smart PLS 3.0, the results of the loading factor are as follows:

Figure 4.2.
Price Variable Loading Factor Value (X1)

Source: Results of analysis using SmartPLS 3.0. (2022)

From figure 4.2 and table 4.10. it can be seen that all loading factor values of each price variable indicator (X1) are worth above 0.70. This proves that all price variable indicators (X1) used in this study are valid or have met convergent validity.

Figure 4.3.
Word of Mouth Variable Loading Factor Value (X2)



Source: Results of analysis using SmartPLS 3.0. (2022)

The results of the validation test on word of mouth variables based on Figure 4.3. above, summarized in table 4.11. following:

Table 4.11.
Loading Factor Value of Word of Mouth Variable (X2)

Variable	Code Indicator	*Outer Loading Value*	Condition	Information
Word of Mouth (X2)	WOM01	0.796	> 0.70	**Valid**
	WOM02	0.787	> 0.70	**Valid**
	WOM03	0.786	> 0.70	**Valid**
	WOM04	0.783	> 0.70	**Valid**
	WOM05	0.851	> 0.70	**Valid**

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	WOM06	0.819	> 0.70	**Valid**

Source: Results of analysis using SmartPLS 3.0. (2022)

From figure 4.3 and table 4.11. it can be seen that all loading factor values of each word of mouth variable indicator (X2) are worth the above

0.70. This proves that all word of mouth variable indicators (X2) used in this study are valid or have met convergent validity.

Figure 4.4.
Value of Service Quality Variable Loading Factor (X3)

Variable	Code Indicator	*Outer Loading Value*	Condition	Information
Service quality (X3)	KP01	0.732	> 0.70	**Valid**
	KP02	0.800	> 0.70	**Valid**
	KP03	0.878	> 0.70	**Valid**
	KP04	0.789	> 0.70	**Valid**
	KP05	0.783	> 0.70	**Valid**
	KP06	0.842	> 0.70	**Valid**
	KP07	0.750	> 0.70	**Valid**
	KP08	0.803	> 0.70	**Valid**
	KP09	0.775	> 0.70	**Valid**
	KP10	0.764	> 0.70	**Valid**

Source: Results of analysis using SmartPLS 3.0. (2022)

From Figure 4.4 and Table 4.12. it can be seen that all loading factor values of each service quality variable indicator (X3) are worth above 0.70. This proves that all service quality variable indicators (X3) used in this study are valid or have met convergent validity.

Figure 4.5.
Purchase Decision Variable Loading Factor Value (Y)

Source: Results of analysis using SmartPLS 3.0. (2022)

The results of the validation test on the purchasing decision variable are based on Figure 4.5. above, summarized in table 4.13. following:

Table 4.13.
Loading Factor Value of Purchasing Decision Variable (Y)

Variable	Code Indicator	*Outer Loading Value*	Condition	Information
	KPM01	0.794	> 0.70	**Valid**
	KPM02	0.781	> 0.70	**Valid**

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DecisionPurchase (Y)	KPM03	0.803	> 0.70	**Valid**
	KPM04	0.747	> 0.70	**Valid**
	KPM05	0.755	> 0.70	**Valid**
	KPM06	0.812	> 0.70	**Valid**
	KPM07	0.809	> 0.70	**Valid**
	KPM08	0.820	> 0.70	**Valid**
	KPM09	0839	> 0.70	**Valid**
	KPM10	0.798	> 0.70	**Valid**

Source: Results of analysis using SmartPLS 3.0. (2022)

From figure 4.5 and table 4.13. it can be seen that all loading factor values of each purchasing decision variable indicator (Y) are worth above 0.70. This proves that all purchase decision variable indicators (Y) used in this study are valid or have met convergent validity.

2. Discriminant Validity

The second stage of validity testing is discriminant validity testing. This test is based on the value of the cross loading measurement with the construct and the Average

Variance Extracted (AVE) value. Cross loading factor to find out whether the latent variable has sufficient discriminant, that is by comparing the correlation between indicators and latent variables, it must be greater than the correlation between indicators and other latent variables. If the correlation value of the construct with the measurement items is greater than the correlation value with other constructs, this indicates that the latent constructs predict the size of their block better than the size of the other blocks, and it is said that the construct has high discriminant validity (Ghozali, 2017).

Table 4.14.
Cross Loading Value of Each Variable and Construct

Variable	Price (X1)	*Word of Mouth* (X2)	Quality Service (X3)	Decision Purchase (Y)
H01	**0811**	0.442	0.541	0.552
H02	**0.800**	0.574	0.499	0.571
H03	**0.831**	0.606	0.631	0.664
H04	**0.773**	0.578	0.646	0.653
H05	**0.809**	0.455	0.465	0.484
H06	**0.822**	0.608	0.606	0.654
H07	**0.762**	0.465	0.465	0.469
H08	**0.743**	0.505	0.419	0.436
WOM01	0.623	**0.796**	0.710	0.715
WOM02	0.606		0.706	0.729
WOM03	0.568	**0.786**	0.632	0.589
WOM04	0.505	**0.783**	0.640	0.550
WOM05	0.454	**0.851**	0.679	0.692
WOM06	0.484	**0.819**	0.660	0.663
KP01	0.533	0.698	**0.732**	0.648
KP02	0.567	0.685	**0.800**	0.668
KP03	0.553	0.684	**0.878**	0.753

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KP04	0.497	0.648	**0.789**	0.648
KP05	0.580	0.684	**0.783**	0.702
KP06	0.591	0.683	**0.842**	0.740
KP07	0.473	0.652	**0.750**	0.677
KP08	0.578	0.668	**0.803**	0.715
KP09	0.565	0.635	**0.775**	0.727
KP10	0.482	0.606	**0.764**	0.644
KPM01	0.549	0.589	0.709	**0.794**
KPM02	0.505	0.665	0.641	**0.781**
KPM03	0.609	0.712	0.733	**0.803**
KPM04	0.528	0.629	0.661	**0.747**
KPM05	0.565	0.647	0.665	**0.755**
KPM06	0.632	0.634	0.675	**0.812**
KPM07	0.660	0.650	0.683	**0.809**
KPM08	0.598	0.704	0.738	**0.820**
KPM09	0.565	0.667	0.733	**0839**
KPM10	0.510	0.654	0.724	**0.798**

Source: Results of analysis using SmartPLS 3.0. (2022)

From table 4.14. it can be seen that the correlation value of constructs with indicators is greater than the correlation values with other constructs. Thus it can be concluded that all latent constructs show good discriminant validity because they can predict indicators in their block better than indicators in other blocks.

Furthermore, discriminant validity testing is carried out by looking at the AVE (Average Variance Extraction) value. The AVE value is good if it has a value greater than 0.50 (Ghozali, 2017). The following are values from the AVE table:

Table 4.15.
AVE (Average Variance Extraction) Value

No.	Variable	AVE Value
1.	Price (X1)	0.631
2.	*Word of mouth*(X2)	0.646
3.	Service Quality (X3)	0.628
4.	Purchase Decision (Y)	0.634

Source: Results of analysis using SmartPLS 3.0. (2022)

Table 4.15. above shows the AVE value of the research model. It can be seen from the table that the AVE value for all research variables and research dimensions has a value above 0.50 so that the AVE value for discriminant validity testing is sufficient for further testing. Thus, the Discriminant Validity test has been fulfilled as well as the Convergent Validity test so that it can be concluded that the research model is valid.

4.3.1.2. ***Reliability Test***

Reliability test is a reliability test that aims to determine how far a measuring instrument can be relied upon or trusted. A questionnaire is said to be reliable or reliable if one's answers to questions are consistent or stable from time to time (Ghozali, 2017). Apart from being measured by assessing convergent validity and discriminant validity, the outer model can also be measured by looking at the reliability of the construct or latent variable as measured by

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the value of composite reliability and Cronbach's Alpha. The construct is declared reliable if the composite reliability has a value > 0.70, and Cronbach's alpha is above 0.60, then the construct is declared reliable. The SmartPLS 3.0 output results for composite reliability values can be shown in Table 4.16.: **Table 4.16.**

Composite Reliability and Cronbach's Alpha values

Variable	*Composite Reliability*	Condition	*Cronbach's Alpha*	Condition	Information
Price (X1)	0.932	> 0.70	0917	> 0.60	**Reliable**
Word of Mouth (X2)	0.916	> 0.70	0891	> 0.60	**Reliable**
Service Quality (X3)	0.944	> 0.70	0.934	> 0.60	**Reliable**
Decision Purchase(Y)	0.945	> 0.70	0936	> 0.60	**Reliable**

Source: Results of analysis using SmartPLS 3.0. (2022)

Table 4.16. above is a table of composite reliability values of the research model. The table shows that each variable has a composite reliability value above 0.70, which means that the results can be concluded that the research model meets the value of composite reliability. The Cronbach's alpha value from the research model table shows that each variable has a Cronbach's alpha value above 0.60, which means that the results can be concluded that the research model meets the Cronbach's alpha value. From the above model, it can be concluded that the model meets the Composite

Reliability and Cronbach's Alpha criteria so that the research model meets the Reliability criteria and is a reliable and reliable measuring tool.

4.3.1.3. **Reflective Construct Test**

In research this reflective constructs can be measured use *collinearity indicator*with a VIF score of less than 5. A VIF score was also obtained

of model measurements using the PLS algorithm. The results of the reflective construct test are shown in Table 4.17. following:

Table 4.17.
Collinearity Indicator Measurement Results

No.	Indicator	Price (X1)	*Word of Mouth* (X2)	Service quality (X3)	DecisionPurchase (Y)
1.	Item_01	2,672	1959	2,801	2,581
2.	Item_02	2,604	2065	3,470	2,580
3.	Item_03	2,873	2,150	4,383	2,748
4.	Item_04	2,201	2,140	3,370	2,198
5.	Item_05	2,683	2,827	2,762	2022
6.	Item_06	2,774	2,347	3.215	2,714
7.	Item_07	3,471		2,573	2,660
8.	Item_08	3,739		2,857	2,677
9.	Item_09			2,261	3,290
10.	Item_10			2,823	2,648

Source: Results of analysis using SmartPLS 3.0. (2022)

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In the measurement technique of the colinearity indicator criteria, price, word of mouth, service quality and purchasing decisions have a value of less than

5. VIF results in Table 4.17. above states that these indicators are in a safe score. In other words, there is no multicollinearity between the indicators that make up the variables of price, word of mouth, service quality and purchasing decisions.

4.3.2. Inner Model Testing (Structural Model)

This model is a specification of the relationship between latent variables, also known as inner relations. In this test, it is a test of the type and magnitude of the influence of the independent latent variables on the dependent latent variables. This test consists of 2 stages, namely the R Square Determinant Coefficient test (R^2), which is a test that calculates how much the independent latent variable explains the variance of the latent variable.

4.3.2.1. ***Determination Coefficient Test / R Square (R^2)***

Evaluation of the inner model is done by looking at the coefficient of determination. The coefficient of determination aims to measure how far the model's ability to explain the variance of the dependent variable. Coefficient value determination is between 0 and 1. The value of the coefficient of determination (R^2) is close to the value

1. The value of R^2 explains how much the hypothesized independent variables in the equation are able to explain the dependent variable. Chin in Yamin & Kurniawan (2016) explains the criteria for limiting this R^2 value in three classifications, namely R^2 values = 0.67, 0.33, and 0.19 as substantial, moderate, and weak.

Table 4.18.
R Square Value (R^2) of the Research Model

Construct	*R Square*	*R Square Adjusted*
Buying decision	0.810	0.804

Source: Results of analysis using SmartPLS 3.0. (2022)

Seen in Table 4.18. the relationship between constructs based on the Adjusted R-square value can be explained that the purchasing decision variable (Y) is 0.804, this indicates that 80.4% of the purchasing decision variable (Y) can be influenced by price variables (X1), word of mouth (X2) and service quality (X3), while the remaining 19.6% is influenced by other variables beyond those studied.

4.3.2.2. ***Evaluation of R2 Value***

To evaluate the value of R2 based on the calculation results using calculate SmartPLS version 3.0. The algorithm obtained the results of the R2 value, namely 0.810 for the purchasing decision variable. The R2 value indicates that the level of determination of exogenous variables (price, word of mouth, and quality of service) on endogenous variables (purchasing decisions) can be done by calculating F count / F statistics using the formula below.

R2 = 0.810 (Purchase decision)

$$\text{F count} = \frac{\frac{R2}{(k-1)}}{1-R^2 1/4(n-k)}$$

$$\text{F count} = \frac{\frac{0.810}{(3-1)}}{1-0.810/(100-3)}$$

F count = 0.405 / 0.001959
F count = 206.763

The results of the evaluation of the R2 value show the Fcount value in this study, namely 206,763 Ftable values at alpha 0.05, namely 2.70. This means that Fcount (206,763) > Ftable (2.70), then Ho is rejected and Ha is accepted so that it can be concluded that the model includes fit criteria that can be used in research.

4.4.2.3 Goodness of Fit (GOF)

In SmartPLS, there are three measures that can be used to measure the goodness of fit. Based on the results of data processing, the following results are obtained:

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Table 4.19.
Model Fit (Model Fit)

GOF	Results	Criteria	Information

Source: Results of analysis using SmartPLS 3.0. (2022)

Based on Table 4.19. SRMR value of 0.077 which is in the interval 0.05 ≤ SRMR <0.08 means that the model is marginal fit. SRMR as a goodness of fit measure for PLS-SEM which can be used to avoid model misspecification. NFI value of 0.640; where the NFI value is at intervals of 0.50

≤ NFI (0.640) < 0.70. Then the overall fit of the model is model fit. The rms Theta value of 0.167 > 0.12 means that it shows the appropriate model. RMS_theta value above 0.167 indicates a good fit model.

The purpose of testing the Goodness of Fit Index (GoF) is to validate the combined performance of the measurement model (outer model) and the structural model (inner model) which is obtained through the following calculations:

GoF =$\sqrt{AVE \; x \; R^2}$ =√0.635 x 0.810=√0.514=

0.717Information :

AVE = (0.631 + 0.646 + 0.628 + 0.634) / 4 = 0.635

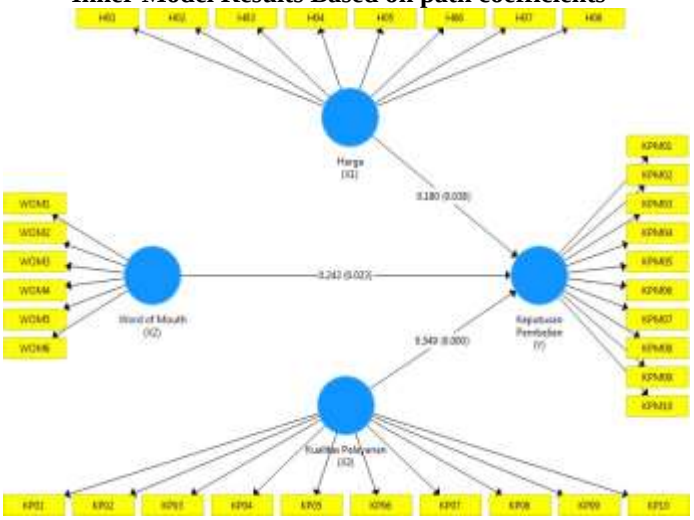
R square = 0.810

The results of the calculation of the Goodness of Fit Index (GoF) show a value of 0.717. According to (Ghozali, 2017), the value of small GoF = 0.1, medium GoF = 0.25 and large GoF = 0.36. Based on these results, it can be concluded that the combined performance of the measurement model (outer model) and the structural model (inner model) as a whole is good because the Goodness of Fit Index (GoF) value is 0.717 more than 0.36 (GoF large scale).

4.3.3. Hypothesis test

Testing the hypothesis between constructs was carried out using the bootstrap resampling method. Calculation Hypothesis testing using SmartPLS 3.0 can be seen from the Path Coefficient value, namely the p values of the relationships between variables in the Inner model research can be evaluated by looking at the path coefficients and p values as follows:

Figure 4.6.
Inner Model Results Based on path coefficients



Source: Results of analysis using SmartPLS 3.0. (2022)

4.3.3.1. Path Coefficient

*Path coefficient*namely to determine the influence of the independent variables on the dependent variable. The value of the path coefficient based on Figure 4.6 is shown in Table 4.20. following:

Table 4.20.
Path coefficient value

No.	Variable	*Path Coefficients*
1.	Effect of price on purchasing decisions	0.180

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2.	Influence purchase	*word*	*of*	*mouth*	to	decision	0.243
3.	Influence	quality	service	to purchase		decision	0.549

Source: Results of analysis using SmartPLS 3.0. (2022)

Based on the path coefficients in Figure 4.6. and Table 4.20. can be interpreted as follows:

1. The value of the path coefficient X1 to Y is 0.180, which means that the effect of price on purchasing decisions is 18.0%.
2. The path coefficient value of X2 to Y is 0.243 which means influence *word of mouth*on purchasing decisions by 24.3%.
3. The value of the path coefficient X3 to Y is 0.549, which means that the effect of service quality on purchasing decisions is 54.9%.

4.3.3.2. **t test**

Testing the research hypothesis was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The criteria used in this study were the p-value significance level < 0.05 (5%). To assess the significance of the prediction model in testing the structural model, it can be seen from the P-values between the independent variables and the dependent variable. The results of hypothesis testing based on Figure 4.6., are summarized in Table 4.21. following:

Table 4.21 Test Results t

No.	Variable	*P values*	Information
1.	Effect of price (X1) on the decision purchase (Y)	0.038	Significant
2.	The influence of word of mouth (X2) on purchase decision (Y)	0.023	Significant
3.	The effect of service quality (X3) on purchase decision (Y)	0.000	Significant

Source: Results of analysis using Smart PLS 3.0. (2022)

Based on Table 4.21. above, hypothesis testing in this study can be explained as follows:

1. Hypothesis 1: Effect of X1 on Y

H01: βX1Y = 0 (There is no positive and significant effect between price and fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

Ha1 : βX1Y ≠ 0(There is a positive and significant influence between price and fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

The test results show a p-value of 0.038. From these results it is stated to be significant because the p-value (0.038) <0.05 so that H01 is rejected and Ha1 is zaccepted. This proves that there is a positive and significant influence between price and the purchase decision of fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.

2. Hypothesis 2: Effect of X2 on Y

H02 : βX2Y = 0 (There is no positive and significant effect of word of mouth on the decision to buy fast food to consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

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Ha2 : βX2Y ≠ 0(There is a positive and significant influence between word of mouth on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

The test results show a p-value of 0.023. From these results it is stated to be significant because the p-value (0.031) <0.05 so that H02 is rejected and Ha2 is accepted. This proves that there is a positive and significant influence between word of mouth on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.

3. Hypothesis 3: Effect of X3 on Y

H03 : βX3Y = 0 (There is no positive and significant effect of service quality on fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

Ha3 : βX3Y ≠ 0(There is a positive and significant influence between the quality of service on the decision to purchase fast food for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta)

The test results show a p-value of 0.000. From these results it is stated to be significant because the p-value (0.000) <0.05 so that H03 is rejected and Ha3 is accepted. This proves that there is a positive and significant influence between service quality and fast food purchasing decisions for consumers of Sabana Fried Chicken, Cilincing Branch, North Jakarta.

4.5. Discussion of Research Results

Based on the results of the research that has been done, the discussion of the results of the research is as follows:

4.5.1. Effect of price on purchasing decisions

The results of the study show that price has a positive and significant effect on the consumer's decision to purchase fast food at Sabana Fried Chicken Cilincing North Jakarta Branch, which means that if the price is perceived positively by the consumer, the consumer's purchase decision will increase. This could be because the selling price of Sabana Fried Chicken, Cilincing Branch, North Jakarta, is in accordance with the product benefits that consumers get, and the selling price can be accepted by all consumers, so that consumers are increasingly interested in buying crispy chicken at Sabana Fried Chicken, Cilincing, North Jakarta Branch. In the decision to purchase a product, the role of price is very important. Therefore, Sabana Fried Chicken Cilincing North Jakarta Branch must be able to create a pricing strategy that not only benefits the outlet, but also in accordance with consumer expectations. Consumers generally judge the price by the quality of the product where the first thing that is usually seen when buying is the price. Sabana Fried Chicken Cilincing North Jakarta Branch should set a price that is proportional to the quality and value of the product. Extremely high prices or vice versa can be a determining factor for consumers to make purchases. The high price of a product that far exceeds the price of competing products can make consumers switch to other similar products. Extremely high prices or vice versa can be a determining factor for consumers to make purchases. The high price of a product that far exceeds the price of competing products can make consumers switch to other similar products. Extremely high prices or vice versa can be a determining factor for consumers to make purchases. The high price of a product that far exceeds the price of competing products can make consumers switch to other similar products.

This result is in line with Sari and Yuniati's research (2016) which shows that price has a significant effect on consumer purchasing decisions. Another study by Pinaraswati and Farida (2021) also found that price had a positive and significant effect on purchasing decisions.

4.5.2. The influence of word of mouth on purchasing decisions

The results showed that word of mouth had a positive and significant effect on fast food purchasing decisions for consumers of Sabana Fried Chicken Cilincing Branch, North Jakarta, which means that the better the word of mouth received by consumers, the purchasing decisions will increase. Consumers who come and buy crispy chicken at the Sabana Fried Chicken Cilincing North Jakarta branch on recommendations, information from people other people or their relatives, because the information obtained through other people or relatives makes consumers motivated to buy crispy chicken at Sabana Fried Chicken, Cilincing Branch, North Jakarta. Word of mouth has become the most powerful medium in communicating products or services to two or more consumers. Word of mouth is communication that can produce good communication so that consumers will ask other people about information about an item before they buy, therefore word of mouth has an effect on purchasing decisions. Sabana Fried Chicken offers a street food concept, but the crispy chicken it sells has the same quality as well-known restaurants. The flour dressing is crispy and the chicken meat is juicy and tasty. The Sabana fried chicken variant is also not only original, but also has geprek, spicy wings, mentai sauce chicken. This must be maintained so that the consumer experience of buying crispy chicken at Sabana Fried Chicken is satisfying and consumers are interested in making a purchase.

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4.5.3. Effect of service quality on purchasing decisions

The results of the study concluded that service quality has a positive and significant effect on purchasing decisions, which means that the better the service quality, the purchasing decisions will increase. Service quality is an important thing that is very concerned about and maximized in order to survive and remain the choice of consumers. Maximum service quality is a weapon for Sabana Fried Chicken, which provides fast food service to survive and remain the choice amidst intense competition. Poor quality will cause dissatisfaction with consumers, not only consumers who eat on the spot or packaged to take home. Purchasing decision is an important process to influence marketers through marketing strategy. To make a purchase decision, A successful marketing strategy requires an understanding of consumer behavior, because consumer actions influence the sustainability of companies that become institutions to try to meet consumer wants and needs. Service quality is the main concern of consumers when making purchases. Quality service encourages consumers to establish a close relationship with the company. Service quality can be determined by comparing customer perceptions of the service they actually receive with the service they actually expect, taking into account the company's service attributes. The quality of service provided by the company to consumers in obtaining a product, in various ways such as service speed, employee friendliness, and so on can influence consumers to make purchases.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research described in the previous chapter, it can be concluded as follows:

1. Prices affect the decision to purchase fast food at Sabana Fried Chicken, Cilincing Branch, North Jakarta. Prices that are perceived positively by consumers will influence consumer purchasing decisions. This could be because the selling price is in accordance with the benefits of the product obtained by the consumer and then the selling price can be accepted by all consumers so that consumers are increasingly interested in buying crispy chicken at Sabana Fried Chicken, Cilincing Branch, North Jakarta.
2. *Word of mouth* influences the decision to purchase fast food at Sabana Fried Chicken, Cilincing Branch, North Jakarta. The better word of mouth received by consumers, it will affect consumer purchasing decisions. Consumers who come and buy crispy chicken at Sabana Fried Chicken Cilincing North Jakarta Branch on recommendations, information from other people or relatives, because the information obtained through other people or relatives motivates consumers to buy crispy chicken at Sabana Fried Chicken Cilincing North Jakarta Branch .
3. Service quality influences the decision to purchase fast food at Sabana Fried Chicken, Cilincing Branch, North Jakarta. Maximum service quality is a weapon for Sabana Fried Chicken outlets which provide fast food services to survive and remain the choice amidst intense competition. The quality of service provided by the company to consumers in obtaining a product, in various ways such as service speed, employee friendliness, and so on can influence consumers to make purchases.

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