

**THE INFLUENCE OF PRODUCT QUALITY, OUTLET LOCATION, AND
PRICE COMPETITION ON INTEREST TO BUY YANTI FRIED CHICKEN
RANTAUPRAPAT**



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Abstract

In the culinary industry, especially fast food, there are several factors that can influence consumer buying interest. Product quality is an important factor in influencing consumer buying interest. High-quality flour fried chicken, with a crispy texture on the outside and soft and juicy meat on the inside, will increase consumer satisfaction. The existence of outlets that are strategic and easy to reach by potential consumers will increase the possibility of consumers buying fried chicken with flour. Price competition can also affect consumer buying interest. If the price of flour fried chicken is relatively lower or more competitive compared to other competitors, consumers tend to prefer to buy that product. This research was conducted with the aim to determine the effect of product quality, outlet location, and price competition on the buying interest of Yanti Fried Chicken flour fried chicken. In this study, the results showed that the quality of Yanti Fried Chicken flour fried chicken, outlet location, and Price competition for fried chicken with flour, both partially and simultaneously, have a significant influence on consumer buying interest in Yanti Fried Chicken's flour fried chicken.

Keywords: Quality, Location, Price, Flour Fried Chicken

INTRODUCTION

In the era of globalization and increasingly fierce business competition, the food and beverage industry has experienced rapid development. One of the products of the food industry that is popular and in great demand by the public is fried chicken with flour (Subagja et al., 2018). Flour-fried chicken is a dish made from pieces of chicken meat that has been coated with flour or seasoned thin batter and then deep fried. The taste of the meat and the outer layer (crust) which is savory, crunchy, and specially seasoned makes this dish popular and much-loved by all walks of life.

One of the well-known flour fried chicken brands in the city of Rantauprapat is Yanti Fried Chicken. In the city of Rantauprapat, Yanti Fried Chicken already has 4 outlets spread around the North Rantau and South Rantau sub-districts. The owner of the Yanti Fried Chicken outlet and brand is Mrs. Yanti. Within a day, the four outlets are able to sell 250 to 800 pieces of flour fried chicken with different variations at each outlet. Although they still use the concept of self-management, according to researchers' observations, the flour-fried chicken outlets of Yanti Fried Chicken show a trend of increasing sales when compared to other flour-fried chicken brands.

In the culinary industry, especially fast food, there are several factors that can influence consumer buying interest. Based on the results of interviews, observations, and references, the researchers identified three factors that were thought to influence buying interest in fried chicken with flour, namely product quality, outlet location, and price competition. Product quality is an important factor in influencing consumer buying interest. Good product quality will increase consumer satisfaction and positive experiences, which in turn can encourage repeat purchases. High-quality flour fried chicken, with a crispy texture on the outside and soft and juicy meat on the inside, will increase consumer satisfaction. Consumers are generally looking for products that meet certain quality standards and provide a satisfying culinary experience (Wijyanthi & Rianasari, 2020). Good taste and consistency in product presentation will also be a determining factor in consumer buying interest.

In addition to product quality, outlet locations are also believed to play an important role in influencing consumer buying interest. The existence of outlets that are strategic and easy to reach by potential consumers will increase the possibility of consumers to buy fried

chicken with flour. For example, an outlet located in a shopping center or close to an office location or school/college location can attract consumers who are looking for fast food during their lunch break or after shopping. In addition, the convenience of the outlet environment can also affect consumer buying interest. Consumers tend to be more interested in visiting outlets that are comfortable and have a pleasant atmosphere.

Price competition can also affect consumer buying interest in the flour fried chicken industry. In a competitive business environment, price becomes an important factor in consumer purchasing decisions. In general, if the price of flour fried chicken is relatively lower or more competitive compared to other competitors, consumers tend to prefer buying this product (Rachmawati, 2018). However, a price that is too low can also be a sign of poor quality, so it needs to be balanced with product quality that still meets consumer expectations. In addition, consumers also pay attention to the added value offered, such as special promos or discounts, to increase their buying interest.

Based on the description above, this research was conducted with the aim of knowing the effect of product quality, outlet location, and price competition on buying interest of Yanti Fried Chicken flour fried chicken. The results of this study are expected to provide deeper insights for Yanti Fried Chicken owners and producers. By knowing the effect of product quality, outlet location, and price competition on repurchasing interest of Yanti Fried Chicken flour fried chicken, owners and producers can take appropriate actions to improve consumer buying interest. In addition, the results of this study can also contribute to other related research in the field of marketing and culinary business strategy.

REVIEW OF LITERATURE

Product Quality

Product quality is an important factor in determining consumer buying interest. In several studies, product quality has a positive and significant influence on consumer buying interest. Research by Arianto (Arianto et al., 2020) states that the quality of housing products marketed by PT. Nirwana Gemilang Property influences people's interest in buying housing that is being marketed. Research conducted by Fauzan (Fauzan & Rohman, 2020) found that the quality of Kawasaki motorcycle products, which have recalcitrant, powerful and futuristic engines, affects students' buying interest in buying Kawasaki

products compared to similar motorcycle products. Research conducted by Gunawan (Gunawan, 2020) found that the quality of Spiku food products produced by Two Good, which are of higher quality in terms of taste, content and presentation, affects people's buying interest. Likewise research conducted by Nurfitriana (Nurfitriana & Iriani, 2018) and Latief (Latief, 2018) that consumer buying interest in Wardah and Wedang Jahe beauty products is influenced by product quality. The research proves that good product quality can increase consumer buying interest.

According to Kotler and Armstrong (Kotler & Armstrong, 2019), product quality is the ability of a product to meet or even exceed consumer expectations. Product quality is important for producers and consumers. Good product quality will provide satisfaction for consumers and increase trust in these products (Elina et al., 2022).

Product quality can be seen from several aspects, such as design quality, feature quality, reliability quality, durability quality, performance quality, security quality, and after-sales service quality (Elina et al., 2022). Good product quality must meet at least the following three criteria, namely functionality, reliability, and ease of use. Product functionality relates to the product's ability to meet consumer needs and wants. Product reliability relates to the product's ability to work properly over a long period of time. Meanwhile, ease of use relates to the product's ability to be used easily and intuitively.

There are several ways to assess product quality, such as conducting customer satisfaction surveys, conducting product trials, and conducting product analysis (Karundeng et al., 2019). Customer satisfaction surveys can provide an overview of how satisfied consumers are with the product. Product trials can provide information about product quality in terms of functionality, reliability, and ease of use. Meanwhile, product analysis can provide information about product quality in terms of raw materials, production processes, and finished product quality.

Product quality can be improved by conducting employee training, regular product testing, and product development. Employee training can improve employee skills and knowledge in producing quality products. In addition, employee training can also increase employee motivation and job satisfaction. Product quality can also be improved by conducting regular product tests. Product testing can provide information about product quality in terms of functionality, reliability, and ease of use. By conducting periodic

product testing, manufacturers can find out whether the products produced meet quality standards or not. Product quality can also be improved by developing products. Product development can be done by conducting research and developing new products. By developing new products, manufacturers can meet the evolving needs and wants of consumers.

According to Tjiptono (Tjiptono, 2015) product quality indicators consist of: a) Performance, related to the ability of the product to perform its functions; b) Durability, related to how long the product can last under normal use; c) Reliability, related to how often the product can work properly without being damaged; d) Conformance, related to how well the product conforms to predetermined specifications; e) Aesthetics, related to the visual appearance of the product; e) After-sales service, related to ease of repair and after-sales service

Outlet Location

Outlet location is also an important factor in business success. A strategic location can increase the number of customers and sales turnover. Strategic outlet locations can increase consumer attractiveness and facilitate consumer accessibility. Therefore, the selection of outlet locations must be done carefully.

Outlet locations must also consider many factors such as population density, accessibility, presence of competitors, consumer characteristics, rental costs, safety, branding, infrastructure availability, and the environment. Strategic outlet locations can increase the number of customers and sales turnover. Safe outlet locations can increase consumer confidence and reduce the risk of crime. Strategic outlet locations can increase brand awareness and strengthen brand image. Outlet locations that have good infrastructure can facilitate the distribution and logistics process. Environmentally friendly outlet locations can improve business image and strengthen relationships with consumers.

According to Sumarwan (Sumarwan & Tjiptono, 2018) location indicators include: a) Access, for example a location that is often passed or easily accessible by public transportation; b) Visibility. The outlet location should be clearly visible beyond normal visibility; c) Supportive environment. The environment around the outlet location should support the business location, for example not prone to flooding, distance, security, and so on.

Price Competition

Price competition is an important aspect in the business world. Price competition can occur between similar companies or even between the same products. Price competition can occur due to many factors, such as market demand, production costs, and marketing strategies. In price competition, companies must consider many factors in order to determine the right price for their product. Several factors to consider are production costs, profit margins, and competitors' prices.

Price competition can provide benefits for consumers. In price competition, manufacturers will try to offer products at lower prices and better quality. This will provide benefits for consumers because they can buy products at lower prices and better quality. However, price competition can also have a negative impact on producers. Price competition that is too tight can cause companies to suffer losses because they have to reduce the price of their products. In addition, price competition that is too tight can also cause producers to reduce production costs, such as reducing the quality of raw materials or reducing employee wages.

In price competition, companies must pay attention to dynamic pricing strategies. A dynamic pricing strategy is a marketing strategy carried out by adjusting product prices according to market demand. By using a dynamic pricing strategy, companies can charge higher prices when market demand is high and lower prices when market demand is low.

There are several price indicators, which are as follows (Kotler & Armstrong, 2019): a) Price affordability, which shows whether the price of the product or service is affordable by consumers; b) Price conformity with product quality, which shows whether the price of the product or service is comparable to its quality; c) Price competitiveness, which shows how competitive the price of the product or service is compared to similar products or services on the market; d) The discount rate or discount rate, which shows how much the discount or price discount is given to the product or service.

Buying Interest

Purchase intention is a person's desire to buy a product or service. Purchase intention can be influenced by various factors such as price, quality, brand, promotion, and so on. Consumers are more interested in buying products that are of good quality and durable. In addition, the brand also affects buying interest. Consumers tend to choose

brands that are known and trusted. Promotion also affects buying interest. Consumers tend to choose products that are often promoted or have discounts or attractive offers.

In addition, consumers are also more interested in buying products that have affordable prices and in accordance with product quality. Consumer buying interest is also influenced by social factors. Consumers tend to choose products that support social values that they believe in, for example, consumers who are concerned with human rights tend to choose products that are produced in an ethical manner and do not violate human rights.

In the digital era like now, buying interest is also influenced by social media. Consumers are more interested in choosing products that often appear on social media and have many followers. In addition, consumers are also more interested in buying products recommended by celebrities or influencers.

Kotler and Keller (in Hariyanto et al., 2022) mention indicators of interest in repurchasing products as follows: a) Transactional interest, namely the tendency of a person to buy a product because of a need or desire; b) Referential interest, namely the tendency of someone to refer the product to other people; c) Preferential interest, which shows a person's tendency to choose certain products compared to other products; d) Explorative intention, namely the desire of a person to find out more information about the product before buying; e) Transactional intention, namely the desire of someone to buy the product directly

RESEARCH METHOD

This research is quantitative descriptive research. Data collection was carried out by survey method. Survey is done to the people of the city of Rantauprapat with spread questionnaire through Googleform. Study This has 4 variables namely, 3 independent variables namely product quality, outlet location, and price competition, as well as variables bound that is buying interest.

Population research is the research subject as a whole, namely the entire unit of analysis that is the research target (arikunto). This research is done with researching that sample expected to represent nature or characteristics of the population studied .

The population taken is the people of the city of Rantau in the districts of North Rantau and South Rantau. According to Simanjorang (2020), the formula for calculating samples in an unknown population is the Wibisono formula as follows:

$$N = \left[\frac{\left(\frac{Z\alpha}{2} \right) \cdot \delta}{e} \right]^2$$
$$N = \left[\frac{(1,96) \cdot (0,25)}{0,05} \right]^2$$
$$N = 96.04$$

Information:

N = number of samples

Z α = confidence level (95%)

δ = standard deviation (0.25)

ε = margin error

Based on the formula above, the sample of this study was 96 people which was completed to 100 people. The sampling method used was non-probability sampling because the sample was not chosen randomly but by providing preliminary questions. The sampling technique that will be used is purposive sampling. Purposive sampling is a sampling technique with certain criteria. In this study, the specified criteria were having purchased Yanti Fried Chicken flour fried chicken products and were aged 15 years and over.

Data primary in study This obtained through questionnaire (list written questions), and secondary data obtained from company data in the form of documentation, studies library and Internet.

The hypothesis put forward in this research is as following:

- H₁: Product quality partially affects purchase intention Yanti Fried Chicken flour fried chicken
- H₂: Location of outlets in a manner Partial influential to buying interest Yanti Fried Chicken flour fried chicken
- H₃: Price competition in a manner Partial influential to buying interest Yanti Fried Chicken flour fried chicken

H₄: Product quality, outlet location, and price competition in a manner simultaneous influential to buying interest Yanti Fried Chicken flour fried chicken

The t test was carried out to see whether there was a partial or independent influence between product quality, outlet location, and price competition. The t test can be carried out using the criteria for testing the hypothesis, namely:

$t_{count} > t_{table} (\alpha = 0.05)$, then Ho is rejected so Ha is accepted.

$t_{count} < t_{table} (\alpha = 0.05)$, then Ho is accepted so Ha is rejected.

Joint hypothesis testing is carried out using the F test. The F test is carried out to examine the significance relationship between the independent variables and the dependent variable as a whole. The test is carried out by comparing the calculated significant level figures with a significant level of 0.05 (5%) with the following criteria:

If $F_{count} > F_{table}$ then Ho is rejected and Ha is accepted

If $F_{count} < F_{table}$ then Ho is accepted and Ha is rejected

The data analysis method used is multiple linear regression analysis and hypothesis testing partially (t test) and simultaneously (F test).

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a data analysis technique used to measure the effect of more than one independent variable on the dependent variable.

Table 1
Results Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
1 (Constant)	11.6 26	3.32 5		1220	.22 4
X ₁	.42 7	.08 5	.54 0	4.86 4	.020
X ₂	.1 97	.07 8	.0 45	2,710	.0 3 1
X ₃	.1 80	.06 4	.02 0	2.95 0	.03 0

a. dependent variables: buying interest

Source: processed from research results (2023)

From the results of the multiple linear regression analysis above, it can be explained about the multiple regression equation in this study. The results of the multiple regression equation in this study are:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 11.626 + 0.427 X_1 + 0.197 X_2 + 0.180 X_3 + e$$

From the multiple regression equation in above, the conclusions that can be explained are as follows: 1) The constant value (α) is 11.626 states that if the variables of product quality, outlet location, price competition are constant then the value of Y is 11.626; 2) The value of the product quality variable is 0.427 which states if product quality increases by one unit assuming other variables are constant, then buying interest will increase by one unit; 3) The value of the outlet location variable is 0.197 stating that if the outlet location increases by one unit assuming the other variables are constant, then buying interest will increase by one unit; 4) price competition variable is 0.180 which states that if the price increases by one unit assuming the other variables are constant, then buying interest will increase by one unit.

Partial Test (Test t)

Test t done with objective for see how much big influence from each variable free to variable bound. Where variable free consists of product quality, outlet location and price competition, while the dependent variable that is buying interest. Mark t_{table} got with method: $df = (n - K) = (100 - 4) = 96$ $\alpha = 0.05$, so that the value of $t_{table} = 1.198$ is obtained

Table 2
Results Test Partial
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
1 (Constant)	11.626	3.325		1220	.224
X ₁	.427	.085	.540	4.864	.020
X ₂	.197	.078	.045	2.710	.031
X ₃	.180	.064	.020	2.950	.030

a. dependent variables: buying interest
 Source: processed from research results (2023)

Information:

- a. On variable product quality (X_1), mark t count obtained 4,864 with level significant 0.020. Thus, the value of t count is $4,864 > t$ table is 1,198 with the level significant $0.020 < 0.05$. So, it can be concluded that partially product quality (X_1) influential positive and significant to buying interest (Y). With thereby H_1 can accepted.
- b. At the outlet location variable (X_2), the t value is calculated obtained 2,710 with the level significant 0.031. Thus, the value of t count is $2,710 > t$ table 1,198 with significant level $0.031 < 0.05$. So, it can be concluded that partially outlet location (X_2) influential positive and significant to buying interest (Y). With thereby H_2 can accepted.
- c. In the price competition variable (X_3), t value count obtained 2,950 with the level significant 0.030. Thus, the value of t count is $2,950 > t$ table 1,198 with significant level $0.030 < 0.05$. So, it can be concluded that partially price competition (X_3) influential positive and significant to buying interest (Y). With thereby H_3 can accepted

Test Simultaneous (Test F)

The F test was conducted to find out whether the independent variables, namely product quality, outlet location, price competition in a manner together have influence Which significant to variable bound that is bell interest i.

On testing simultaneous (F) done with method compare F count with mark on F table. Mark F count can be obtained from results SPSS testing and table F values used is the value of F with degrees of freedom (df) at $df_1 = k-1$ and $df_2 = nk$ at $\alpha = 0.05$ i.e. with method: $df_1 = (K-1) = 4-1 = 3$ $df_2 = (nk) = 100-3 = 97$. Then the value of $F_{table} = 2.70$

Table 3
Simultaneous Test Results (Test F)
ANOVA^b

Model	Sum of Squares	Df	MeansSquare	F	Sig.
1 Regression	46.0 60	3	15.3 65	10.0 03	.000 ^a
residual	142.9 10	93	1.4 68	–	
Total	18 6. 600	96			

Predictors: (Constant), X_3 , X_1 , X_2

dependent Variables: Y

Source: processed from research results (2023)

Based on the table above, it is obtained that the calculated F value is 10.003 greater than F table 2.70 ($10.003 > 2.70$), and the significant value is 0.000 less than $\alpha = 0.05$ ($0.00 < 0.05$). So that H_0 rejected And H_1 accepted It means variable product quality, outlet location and price competition together effect on variables buying interest.

CONCLUSION

Yanti Fried Chicken flour fried chicken, outlet location, and Price competition for fried chicken with flour both partially and simultaneously has a significant influence on consumer buying interest in fried chicken with flour. Therefore, the owner of the Yanti Fried Chicken business can maintain the quality of the crispy flour fried chicken product on the outer skin and soft and juicy meat on the inside. To further increase buying interest, then the management of the Yanti Fried Chicken flour fried chicken is expected to be able to give support in the form of training and capacity building needed by workers so that worker can more productive in Work producing the best fried chicken for consumers. For study furthermore It is hoped that research can be carried out with researching variable other Which influence on buying interest such as promotions, consumer satisfaction, product variety, and so on.

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