

Research Article

The Effect of Serving Speed and Menu Diversity on Consumer Buying Interest at The Anugrah Padang Bulan Rantau Prapat Board, Labuhanbatu Regency

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Abstract: The purpose of this study was to determine the significant effect or not of the speed of presentation and menu diversity on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantau Prapat, Labuhan Batu Regency. The study used quantitative methods and through an associative causality approach. The data collection technique used was through observation and interviews. The sample in this study was 88 respondents or consumers. The sampling technique was simple random sampling. The data analysis technique used statistical techniques / SPSS by conducting validity and reliability tests then for questionnaires and multiple linear regression analysis with the T Test and F Test to prove the hypothesis. The results showed that there was a close and significant effect of the speed of presentation on consumer purchasing interest, there was a close and significant effect of menu diversity on consumer purchasing interest, the effect of the speed of presentation and menu diversity was 97.6% and the remaining 2.3% was influenced by other factors and variables.

Keywords: Consumer purchasing interest; Menu diversity; Speed of serving

1. Introduction

In the culinary business world, customer satisfaction is one of the key factors that determine the success of a business. One important aspect that influences customer satisfaction is the speed of serving food. Fast service reflects the efficiency and professionalism of the business manager, so that customers feel appreciated and have a pleasant experience. In addition, the diversity of the menu is also an important attraction. By providing a variety of menu choices, customers can choose according to their taste, which ultimately creates a positive experience and increases customer loyalty.

Pondok Anugrah Padang Bulan Rantau Prapat, as one of the culinary businesses that is quite well-known in its area, faces the challenge of maintaining competitiveness amidst the rise of similar businesses. Several customers complained about the long waiting time when serving food, which has the potential to reduce their level of satisfaction and interest in returning. In addition, the menu offered is still limited so that it is less able to meet the diverse needs and preferences of customers.

This phenomenon is interesting to study because many culinary businesses only focus on the quality of food taste, but pay less attention to the speed of service and menu diversity. In fact, both factors can be strategic elements in encouraging consumer buying interest.

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Today's consumers tend to choose places to eat that not only serve delicious food, but also provide fast service and offer a complete variety of menus.

Based on initial observations, the challenges faced by Pondok Anugrah Padang Bulan Rantauprapat indicate the need for improvements in aspects of serving speed and developing menu diversity to increase consumer purchasing interest. Therefore, this study was conducted to analyze the effect of serving speed and menu diversity on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.

1.1 Research purposes

The objectives of this research are to find out:

- a. To determine whether or not the speed of serving has a significant effect on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.
- b. To determine the significant influence or not of menu diversity on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.
- c. To determine the effect of serving speed and menu diversity on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.

2. Preliminaries or Related Work or Literature Review

2.1 Serving Speed

Speed of serving is a very important attribute for customers because the waiter's time in delivering food to customers can be assessed according to the customer's wishes or not. Especially if the customer is very hungry, the customer will eat the food as soon as possible (Sari, 2014).

2.2 Menu Diversity

In the journal of Sustainability Business Research (2022), According to Ali Waluyo and Listiyorini (2013) menu diversity is diversity ranging from taste, size, quality, and product availability that can expand the target market and meet consumer desires. This is because consumers have different tastes. According to Engel et.al (2011) the factors used in measuring menu diversity, namely: (1) product completeness, (2) product brands, (3) product size variations, (4) product quality variations.

2.3 Consumer Purchase Interest

Purchase Interest is a tendency and desire that strongly drives individuals to buy a product. Purchase Interest is consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making process. Consumer purchase interest is consumer behavior that arises in response to an object that describes the consumer's desire to make a purchase (Al Hafizi & Ali, 2021). Purchase interest indicators include: Interest in seeking information about the

product, considering buying, interested in trying, wanting to know the product and the desire to have the product (Saputra & Mahaputra, 2022)

2.4 Relationship between Serving Speed and Consumer Purchase Interest

According to (Sinabela, 2019) Food serving speed is an important component in service quality that can affect consumer purchasing interest. A study examining the effect of service quality and price on consumer repurchase interest at Portobello Café Semarang found that aspects such as speed in serving food, ability to understand consumer needs, and employee willingness to serve consumer needs play a significant role in increasing repurchase interest.

2.5 Menu Diversity Relationship

According to (Arfimasri & Yulhan, 2019) Menu diversity has a significant influence on consumer purchasing interest. Research conducted by Arfimasri and Yulhan (2019) shows that menu diversity and price perception have a positive effect on consumer purchasing interest at Aur Duri Sumani Restaurant. The more diverse the menu offered, the higher the consumer purchasing interest.

2.6 Framework of thinking

In this study, the relationship between independent variables is described, namely speed of serving and menu diversity, with the dependent variable, namely consumer purchasing interest

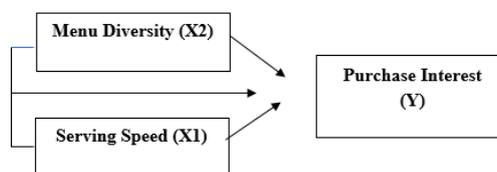


Figure 1 Thinking Framework

2.7 Hypothesis

The relationship between variables in this study has the following hypothesis:

- H1 : It is suspected that there is an influence of serving speed on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.
- H2: It is suspected that there is an influence of menu diversity on consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.
- H3: It is suspected that there is an influence of the speed of serving and the diversity of the menu on consumer purchasing interest at the Pondok Anugrah Padang Bulan Rantauprapat.

3. Proposed Method

3.1 Data Types and Sources

This research is a research with quantitative methods and through the associative causality approach. Quantitative methods are data in the form of numbers. According to

(Hasan, 2017) causal associative research is research that aims to analyze the relationship between one variable and another or how a variable (X) affects another variable (Y).

3.2 Population, Sample Size and Sampling Techniques

The population in this study were consumers at Pondok Anugrah Padang Bulan Rantauprapat, namely 112 people, and the sample was 88 respondents. The technique used was random sampling technique using the Slovin formula.

3.3 Data Collection Techniques

The data collection techniques used are through observation and interviews, where the interview is by conducting a question and answer session with consumers at Pondok Anugrah Padang Bulan Rantauprapat and distributing questionnaires to consumers at Pondok Anugrah Padang Bulan Rantauprapat using a Likert scale in the form of a checklist and also has the following value weights:

Table 1. Likert Scale

Information	Score
Strongly agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (IS)	2
Strongly disagree (STS)	1

Furthermore, the questionnaire that was prepared was tested for its feasibility through validity and reliability testing using SPSS 22.0.

3.4 Data Analysis Techniques

In analyzing the data of this study using statistical techniques in testing the validity and reliability of the questionnaire then multiple linear regression analysis by conducting T-test and F-test in proving the hypothesis. Multiple linear regression analysis is an analysis that is carried out to determine the independent variables that are more than one against the dependent variable. In testing the multiple linear regression model, it must previously go through a classical assumption test, where the classical assumption is the test by conducting a normality test, multicollinearity and heteroscedasticity, namely as follows:

3.5 Normality Test

Data The purpose of the data normality test is to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

3.6 Multicollinearity Test

Used to test whether a strong/high correlation is found in the regression between independent variables. If there is a correlation between independent variables,

multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance < 0.10 equals $VIF > 10$.

3.7 Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity, otherwise if the variance is different then it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values.

3.8 Multiple Linear Regression Analysis

This analysis was conducted to determine how much influence the speed of serving (X1) and menu diversity (X2) have on consumer purchasing interest (Y), where the multiple linear equations are as follows:

$$Y = a + b_1x_1 + b_2x_2$$

3.9 Hypothesis Testing

3.9.1 Partial Significance Test (T-Test)

The t-statistic test is conducted to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

- a. H_0 is accepted if $t_{count} > t_{table}$: meaning there is no significant influence of the independent variable partially on the dependent variable.
- b. H_a is accepted if $t_{count} > t_{table}$: this means that there is a significant influence of the independent variable partially on the dependent variable.

3.9.2 Simultaneous Significance Test (F Test)

Static Testing The F test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

- a. Accept H_0 (reject H_a) if $F_{count} < F_{table}$: meaning there is a significant simultaneous influence of the independent variable on the related variable.
- b. Reject H_0 (accept H_a) if $F_{count} > F_{table}$: meaning there is a significant simultaneous influence of the independent variable on the related variable.

3.9.3 Coefficient of Determinant

Testing the coefficient of determination (R^2) will show the magnitude of the contribution of the independent variable to the dependent variable.

4. Results and Discussion

4.1 Validity and Reliability Test Results

The results of the Validity and Reliability Test can be seen as follows:

Table 2 Results of Validity and Reliability Tests

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 5%(86)	Information	Cronbach's Alpha > 60	Status
Serving Speed (X1)	X1.1	0.266	0.209	Valid	0.730	Reliable
	X1.2	0.677	0.209	Valid		
	X1.3	0.662	0.209	Valid		
	X1.4	0.576	0.209	Valid		
	X1.5	0.553	0.209	Valid		
	X1.6	0.344	0.209	Valid		
	X1.7	0.625	0.209	Valid		
	X1.8	0.547	0.209	Valid		
	X1.9	0.441	0.209	Valid		
	X1.10	0.677	0.209	Valid		
Menu Diversity (X2)	X2.1	0.661	0.209	Valid	0.781	Reliable
	X2.2	0.571	0.209	Valid		
	X2.3	0.651	0.209	Valid		
	X2.4	0.638	0.209	Valid		
	X2.5	0.641	0.209	Valid		
	X2.6	0.300	0.209	Valid		
	X2.7	0.560	0.209	Valid		
	X2.8	0.580	0.209	Valid		
	X2.9	0.661	0.209	Valid		
	X2.10	0.501	0.209	Valid		
Consumer Purchase Interest (Y)	Y.1	0.282	0.209	Valid	0.723	Reliable
	Y.2	0.625	0.209	Valid		
	Y.3	0.653	0.209	Valid		
	Y.4	0.618	0.209	Valid		
	Y.5	0.618	0.209	Valid		
	Y.6	0.319	0.209	Valid		
	Y.7	0.607	0.209	Valid		
	Y.8	0.548	0.209	Valid		
	Y.9	0.444	0.209	Valid		
	Y.10	0.565	0.209	Valid		

Table 2 shows that for each statement has $R_{count} > R_{table}$ then it can be concluded that all statements are valid. And next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

4.2 Classical Assumption Test Results

4.2.1 Normality Test

The normality test is carried out in this case to test whether the dependent and independent variables have a normal distribution or not. Below we explain how to test for normality:

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		88
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.64457946
Most Extreme Differences	Absolute	.058
	Positive	.049
	Negative	-.058
Test Statistics		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Data was processed in SPSS 22.0

Table 3 shows that the asymp.sig value (0.200) is greater than the alpha value (0.05), so this normality test is stated to be normally distributed.

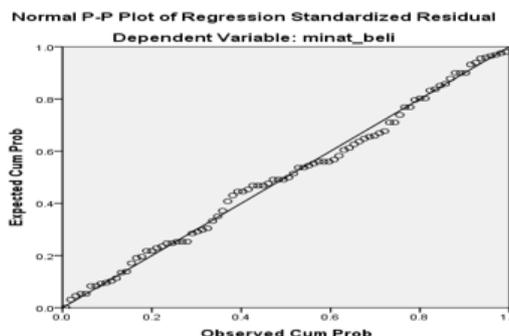


Figure 2 Normality Test

Data was processed in SPSS 22.0

The image above shows that the points follow the diagonal line, because they follow or do not spread out. This shows that this test is normally distributed.

4.2.2 Multicollinearity Test

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Serving_Speed	.100	9,961
	diversity_menu	.100	9,961

a. Dependent Variable: interest_in_purchase

Table 4 shows that the tolerance values x1 and x2 (0.100) are greater than 0.1 and the VIF values x1 and x2 (9.961) are less than 10. Therefore, the test is said to show no multicollinearity.

4.2.3 Heteroscedasticity Test

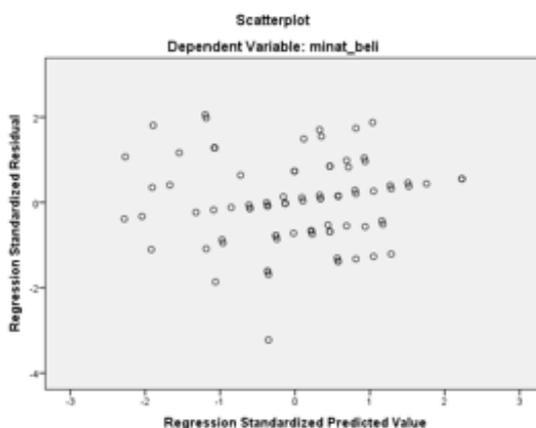


Figure 3 Heteroscedasticity Test

From the image above, the researcher sees that the points are spread above and below point x 0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity.

4.3 Multiple Linear Regression Analysis Results

Table 5. Results of Multiple Linear Regression Calculations and T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,517	.698		2.173	.033
	Serving_Speed	.456	.054	.455	8,521	.000
	diversity_menu	.507	.050	.545	10.207	.000

a. Dependent Variable: interest_in_purchase

Data was processed in SPSS 22.0

From the table above, the following values are obtained:

a (constant) :1,517

b1x1 :0.456

b2x2 : 0,507

then the multiple linear regression equation for serving speed and menu diversity is:

$$Y = a + b1x1 + b2x2$$

$$Y = 1.517+0.456+0.507$$

From the equation above, it can be seen that the serving speed variable (X1) has a positive b coefficient and the menu diversity variable (X2) has a positive b coefficient.

4.4 T-Test (Partial)

Hypothesis testing individually with the t-test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t-test can be seen in table 5 above, so it can be concluded:

Based on the variable Speed of Presentation tcount 8.521 then from tcount 8.521 > ttable of (1.987). If tcount > ttable then H0 is rejected, meaning that there is a close influence between the variable Speed of Presentation on purchasing interest (Y) at Pondok Anugrah Padang Bulan.

Based on the Menu Diversity variable, it has a t count of (10.207), therefore t count (10.207) > t table of (1.987), if t count > t table then H0 is rejected, meaning that there is an influence between the Menu Diversity variable and consumer purchasing interest (Y) at Pondok Anugrah Padang Bulan.

4.5 F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test)

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1447.671	2	723,836	1702.106	.000b
	Residual	36,147	85	.425		
	Total	1483.818	87			

a. Dependent Variable: interest_in_purchase

b. Predictors: (Constant), menu_diversity, serving_speed

Data was processed in SPSS 22.0

Based on the table, it can be seen that Fcount = 1702.106, Ftable = 3.10 with a significance of 0.000, then obtained sig count (0.000) < sig table (0.05), then H0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence consumer purchasing interest at Pondok Anugrah Padang Bulan Rantauprapat.

4.6 Coefficient of Determinant

Table 7. Determinant Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988a	.976	.975	.65212

a. Predictors: (Constant), menu_diversity, serving_speed

b. Dependent Variable: interest_in_purchase

Data was processed in SPSS 22.0

The results of the R Square value test were 0.976 or 97.6%, thus the influence of serving speed and menu diversity was 97.6% and the remaining 2.3% was influenced by other factors and variables.

5. Discussion

- Based on the variable Speed of Presentation t count 8.521 then from t count 8.521 > t table of (1.987). If t count $x >$ t table then H_0 is rejected, meaning that there is a close influence between the variable Speed of Presentation on purchasing interest (Y) at Pondok Anugrah Padang Bulan.
- Based on the Menu Diversity variable, it has a t count of (10.207), therefore t count (10.207) > t table of (1.987), if t count > t table then H_0 is rejected, meaning that there is an influence between the Menu Diversity variable and consumer purchasing interest (Y) at Pondok Anugrah Padang Bulan.
- The results of the R Square value test were 0.976 or 97.6%, thus the influence of serving speed and menu diversity was 97.6% and the remaining 2.3% was influenced by other factors and variables.

6. Comparison

Comparison with state-of-the-art is an important part. This section can provide a more measurable illustration of your research contribution. This section can also be added to a brief discussion. If you feel that this section is insufficient and unsuitable to be a separate section, the author(s) can integrate this section with section four (Results and Discussion).

7. Conclusions

The conclusion of this research is:

- There is a close/significant influence between the variable Speed of Serving and purchasing interest (Y) at Pondok Anugrah Padang Bulan.

- b. There is a close/significant influence between the Menu Diversity variable and consumer purchasing interest (Y) at Pondok Anugrah Padang Bulan.
- c. The influence of serving speed and menu diversity is 97.6% and the remaining 2.3% is influenced by other factors and variables.

The suggestions from this research are:

- a. The speed of presentation must be kept constant and maintained.
- b. menu diversity must be maintained
- c. Speed of presentation and menu diversity must be maintained to continue to increase consumer purchasing interest.

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