

## COMPARATIVE ANALYSIS OF PURCHASE DECISIONS BETWEEN ARABIANS KEBAB AND KEBAB TURKEY BABA RAFI FROM VARIANTS OF PRODUCTS AND TASTE

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**Abstract** : *Culinary business faces competitive competition, especially the company as a producer. Business actors must be careful in determining the marketing strategy of their products so that they become the choice of consumers in making purchases. This study aims to test. This study aims to determine and explain the comparative analysis of purchasing decisions between Arabians Kebab and Kebab Turki Baba Rafi in terms of product variants and taste. The research sample was 100 consumers with accidental sampling technique with the independent t test method. The results of this study are the variables of purchasing decisions, product variants, taste, there are significant differences between the Arabian kebab and kebab baba Rafi.*

**Keywords:** *product variants, taste, purchasing decisions*

### 1. Introduction

The development and growth are very fast in the business world, business people try to win the competition for the purpose of creating and maintaining consumers. Maintains the effort and challenges of the company. The company's efforts to produce and convey consumer wishes, where activities are supported by sophisticated technological developments followed by increasingly intense competition.

The culinary business has prospects in business with the enthusiasm of newcomers to make competition competitive by making similar businesses. Strategies in attracting consumers to make purchases by presenting or providing a variety of quality choices that are considered capable of influencing consumer interest. Business actors in winning the competition make marketing strategies to make customer satisfaction in order to make further purchases.

The culinary industry is experiencing rapid development with various strategies to expedite its business activities. The competition is intense. The competition is so fast that entrepreneurs must be sensitive and smart in their business strategies (Imantoro, Suharyono, & Sunarti, 2018)

The purchasing decision is the attitude of using or buying products in order to satisfy consumers who stick to them. Consumer purchasing decisions occur from several sets of a number of decisions that are organized in an organized manner (Melda, Arini, & Yulinda, 2020).

Product variants can attract consumers when visiting to make purchases. Decisions about innovations that make product variants represent the product mix for the future. Product variants according to consumer expectations will consider where there is a choice or alternative product to buy (Farida & Saidah, 2017).

The taste of food and the taste of a product creates a dilemma for consumers in making a choice of product choices to buy. The choice of food will taste the difference from other products

that will attract consumers to purchase. With a good taste and quality, it is expected to be able to influence consumer choices to come to make purchases (Njoto, 2016).

The city of Surakarta has many culinary business people who are interested in opening a kebab business. Sales are made by business actors in selling kebabs in many ways, such as by using a cart or opening their own stand. Kebab in Surakarta makes a distinctive feature of familiar dishes from the Middle East that are highly appreciated by Indonesian consumers. The kebab business requires innovation to lure consumers with product development of shape and taste to win the market with the distinctive taste of this meal which is savory, sweet, and salty and spicy. In Surakarta, there are many kebab stands scattered throughout Surakarta, including Arabians Kebab, Turkish Kebab Baba Rafi, Aladin Kebab Kotabarat, Black kebab Solo, etc.

Among the shops or stands that sell kebabs, the Arabians Kebab and Kebab Turki Baba Rafi stands have led to purchasing decisions that people have the option of purchasing products. Each product from the brand has a different innovation and taste and different presentation to attract consumers. Arabians Kebab innovations include changing the contents of kebabs such as meat, types of sauces, vegetables, to types of bread. Kebab Turki Babarafi transforms contents with chicken, lamb, beef, fish and others.

## **2. Literature Review**

### **Purchasing Decision**

The consumer's decision from a real purchase, whether to buy or not determines the process in decision making for the process of making a product purchase (Hasan, 2016: 129). Purchasing Decision Indicators (Kotler & Keller, 2013: 226), namely:

- a. Choice of goods or products
- b. Cool selection of brand items
- c. Options in channeling
- d. Time to make a purchase
- e. The number of items purchased
- f. Methods of making payments

### **Product variants**

Product variants are a collection of all the products offered by sellers to consumers. The more variants it can attract future consumers (Kotler & Keller 2013: 15). There are several product variants in the store based on shape, size, model, taste and others (Tjiptono, 2012: 97). Product variant indicators (Hubeis, 2012: 78), namely:

- a. Completeness of the products provided.
- b. The brand of the product is known.
- c. Variants of different sizes of products.
- d. Variants will be various quality products provided

### **Taste**

The taste of the form of a way of choosing food or drink that can be distinguished by the taste contained. Taste consists of the aesthetic form of the product, the taste of the product, the texture served, and the temperature suggested to the consumer. Taste that can be judged by the senses with various responses will enjoy food or drink (Melda, Arini, & Yulinda, 2020). Taste indicators (Drummond & Brefere, 2010: 4), namely:

- a. Product appearance / aesthetics
- b. The smell caused

- c. Taste of product enjoyment
- d. Contained texture
- e. Product temperature when enjoyed

### 3. Research Methodology

This type of descriptive quantitative research. A place to research Kebab Arabians and Kebab Turki Baba Rafi consumers. The population in the study was 900 consumers during the last month from the sales data of Kebab Arabians and Kebab Turki Baba Rafi and the sample in this study used accidental sampling technique by taking 100 respondents with the slovin formula which were analyzed using SPSS with the independent sample t-test analysis method.

### 4. Data Analysis

#### a. Normality Test Results

Tabel 1

Variabel	<i>p-value</i>
<i>Unstandardized Residual</i>	0,200

The results of Table 1, the significance value of 0.200. Kolmogorov-Smirnov results with a nominal significance greater than 0.05 of all processed questions were normally distributed.

#### b. Homogeneity Test

Tabel 2

Variabel	<i>Sig.</i>
Keputusan Pembelian	0,827
Varian Produk	0,769
Cita Rasa	0,961

Table 2. The Sig value is greater than 0.05. The One Way Levene homogeneity test is statistical, product variants and flavors have the same or homogeneous variants.

#### c. Descriptive Group Statistics Test

Tabel 3

	Mean		
	Keputusan pembelian	Varian produk	Cita rasa
Kebab Arabian	21,38	21,66	19,60
Kebab Turki Baba Rafi	19,96	20,50	18,20

The table above shows that the mean value of the Arabian Kebab is greater than the Kebab Turki Baba Rafi. This value means that the average level of purchase decisions, product variants, taste of Arabian Kebab is higher than the Kebab Turki Baba Rafi.

#### d. Independent Samples t Test

- a. The purchase decision was between Kebab Arabian and Kebab Turki Baba Rafi

Tabel 4

	t	Sig. (2-tailed)
Equal variances assumed	2,992	0,004

The t value is  $2.992 > 1.984$  and sig.  $0.004 < 0.05$ , which means that  $H_0$  is rejected. It is concluded that there are differences in the level of purchasing decisions in terms of the comparison between the Arabian kebab and the Turkish kebab Baba Rafi.

- b. The product variant between the Arabian Kebab and the Turkish Kebab Baba Rafi

Tabel 5

	t	Sig. (2-tailed)
Equal variances assumed	2,509	0,014

The value of t count is  $2.509 > 1.984$  and sig.  $0.014 < 0.05$ , which means that  $H_0$  is rejected. It is concluded that there are differences in the level of product variants in terms of the comparison between the Arabian kebab and the Turkish kebab Baba Rafi.

- c. The taste of the Arabian Kebab with the Turkish Kebab Baba Rafi

Tabel 6

	t	Sig. (2-tailed)
Equal variances assumed	2,554	0,012

The value of t count is  $2.554 > 1.984$  and sig.  $0.012 < 0.05$ , which means that  $H_0$  is rejected. It can be concluded that there are differences in taste levels in terms of the comparison between the Arabian kebab and the Turkish kebab Baba Rafi.

## 5. Discussion

The decision to buy kebabs, it is known that the significance level is  $p = 0.004$ . These results indicate that  $p < 0.05$ , means that there is a difference in purchasing decisions between Kebab Arabian and Kebab Turki Baba Rafi. This value means that the average purchase decision for Kebab Arabian is 21.38 and the average purchase decision for Kebab Turki Baba Rafi is 19.96. Thus it can be said that the purchase rate of batik between Arabian Kebabs is higher than

the Turkish Kebab Baba Rafi. Because in Arabian Kebab consumers reveal that in choosing a product according to their choice with good product quality, it can be said that the product is already well-known in the community for each product. Not only that, from the service point of view, it makes the comparison of each time the right purchase. The product variant makes the consumer make a more complete and appropriate comparison when making a purchase between Kebab Arabian and Kebab Baba Rafi. Consumers also reveal that from the ease of payment they want easy and fast payments in accordance with current technological advances such as electronics.

Product variant, it is known that the significance level is  $p = 0.014$ . These results indicate that  $p < 0.05$ , means that there are differences in product variants between the Arabian kebab and the Turkish kebab Baba Rafi. This value means the average product variant of the Arabian Kebab is 21.66 and the average purchase decision for the Kebab Turki Baba Rafi is 20.50. Thus it can be said that the level of product variance between the Arabian Kebab is higher than the Turkish Kebab Baba Rafi. Because Arabian Kebab consumers reveal that product variants are always up to date, not only that, there is a combination of varied products with product development for the taste produced and having products of good quality. This can be explained that consumers reveal that each of the Arabian Kebab or Turkish Kebab Baba Rafi there are various product variants that are always up to date. Product combination to a brand that always has value in consumers. Product variants with varied presentation models and there is always product development for taste and all products are of good quality.

Taste, it is known that the significance level is  $p = 0.012$ . These results indicate that  $p < 0.05$ , means that there is a difference in taste between Kebab Arabian and Kebab Turki Baba Rafi. This value means the average taste of the Arabian Kebab is 19.60 and the average taste of the Kebab Turki Baba Rafi is 18.20. Thus it can be said that the level of taste between the Arabian Kebab is higher than the Turkish Kebab Baba Rafi. Because Arabian Kebab consumers reveal that consumers express each of the Arabian Kebab or Turkish Kebab Baba Rafi. Taste is a way of selecting food that is distinguished from taste which consists of shape, smell, taste, texture, and temperature. Good taste, tasting results that are appetizing. With the taste, it can make you appetizing, supported by color, appearance, temperature, texture, aroma, and level of maturity. Combine with balance so that consumers get maximum satisfaction.

## 6. Conclusion

- 1) To ease the purchasing decision for the Arabian Kebab and Turkish Kebab Baba Rafi.
- 2) There are differences in product variants of Arabian Kebab and Turkish Kebab Baba Rafi.
- 3) There is a difference in the taste of the Arabian Kebab and the Turkish Kebab Baba Rafi

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