THE INFLUENCE OF TASTE ON CONSUMER LOYALTY OF MICKEY DIMSUM WITH PURCHASE DECISIONS AS AN INTERVENING VARIABLE
(CASE STUDY ON MICKEY DIMSUM KP. DURIAN TEBING TINGGI CUSTOMERS)

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Abstract

This study aims to determine "The Effect of Taste on Mickey Dimsum Consumer Loyalty With Purchase Decisions As Intervening Variables (Case Study on Mickey Dimsum Customers Kp. Durian Tebing Tinggi)". The method of determining the sample used in this study is to use the Cochran formula as many as 96 samples which are Mickey Dimsum Kp consumers. High Cliff Durian. Based on the results of the analysis of hypothesis 1, it can be concluded that the first hypothesis is accepted, meaning that the Taste variable (X) affects the Purchase Decision variable (Z). Based on the results of the analysis of hypothesis 2, it can be concluded that the second hypothesis is accepted, meaning that the Taste (X) variable affects the Customer Loyalty variable (Y). Based on the results of the analysis of hypothesis 3, it can be concluded that the third hypothesis is accepted, meaning that the Purchase Decision variable (Z) has affected the Consumer Consumer Loyalty (Y). Based on the results of the analysis of hypothesis 4, it shows that the indirect effect of the Taste variable (X) on Consumer Loyalty (Y) through Purchase Decision (Z) is bigger than the direct effect of the Taste (X) variable on Consumer Loyalty (Y).

Keywords: Taste, Consumer Loyalty, Purchase Decision

INTRODUCTION

Customer loyalty has become a determining factor in the long-term profitability of a business. The number of loyal customers as a sign that the company controls market share becomes more meaningful and significant than the number of consumers. More loyal consumers means higher profits. Loyal consumers will re-purchase products or services at the same product or service provider, and are willing to pay higher prices for product quality and service quality, thereby increasing total sales revenue.

With the increasing loyalty of consumers to a product, it means that the level of purchasing decisions for the product is very good. Purchasing decision is one of the stages in the buying decision process prior to post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternative choices so that at this stage consumers will take action to decide to buy a product based on the choices made.

One of the factors that influence consumer loyalty is the taste of the product. According to Drummond & Brefere in stating that taste is a way of selecting food or drink that is distinguished from that taste.

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LITERATURE REVIEW

According to Drummond & Brefer in(Siti Maimunah, 2019)states that taste is a way of selecting food or drink that is distinguished from that taste. Taste is an attribute of food which includes appearance, smell, taste, texture, and temperature.

According to(Fandy Tjiptono, 2016)"Consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive trait in long-term purchases".

According to(Buchari Alma, 2014)argues that purchasing decisions are as follows: "Purchasing decisions are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. So as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased "

METHOD

Data collection techniques or methods used in this research are interviews and distributing questionnaires. The data source for this research was obtained directly from the original source (not through intermediaries).

Data Analysis Method: The multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables. In a good regression model between independent variables there should be no correlation(Ghozali, 2018). To test whether or not there is multicollinearity in the regression model, it is done by looking at the tolerance value and the variance inflation factor (VIF) value which can be seen from the SPSS output.

1) If the tolerance value is > 10 percent and the VIF value is < 10, it can be concluded that there is no multicollinearity between the independent variables in the regression.
2) If the tolerance value is <10 percent and the VIF value is > 10, it can be concluded that there is multicollinearity between the independent variables in the regression model.

Multiple regression analysis according to(Ghozali, 2016)based on the causal or functional relationship of one independent variable with the dependent variable. The regression coefficient aims to ascertain whether the independent variables contained in the regression equation individually affect the value of the dependent variable. Which is formulated in the form of the following equation:

$$Y = a + b1X1 + b2Z + e$$

Information :
Y = Customer Loyalty
a = Constant
X = Taste
Z = Purchase Decision
b = Slopes
e = errors

According to(Ghozali, 2016)the purpose of the coefficient of determination (R²) in essence is "To measure how far the model's ability to explain the variation of the independent variables. The value of the coefficient of determination is between zero and one, a small R² value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. Analysis of the coefficient of determination or abbreviated as Kd is obtained by squaring the correlation coefficient, namely:

$$KD = r^2 \times 100\%$$

Information:
KD = Coefficient of Determination
R = Correlation Coefficient

The t test is used to find out that each independent variable has a significant effect on the dependent variable. The decision making criteria is based on a comparison of t count and t table values at a significant level of 0.05, where:

1) If t count < t table or t significance value > the tolerated percentage of error (0.05), then Ho is accepted.
2) If t count > t table or significance value t <percentage of the value that is tolerated (0.05), then Ho is rejected or Ha is accepted.

RESULTS AND DISCUSSION

Content Results and Discussion
Table 1
Multicollinearity Test Results
Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	X	,806	1,241
	Z	,806	1,241

a. Dependent Variable: Y

Based on table 1 it can be seen that the tolerance valueTaste (X) is 0.809 and the Purchase Decision variable (Z) is 0.809 where everything is greater than 0.10 while the VIF value of the X variable is 1.241 and the Z variable is 1.241 where everything is less than 10. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

Table 2
Glejser Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	,477	1,001		,477	,635
	TASTE	-.085	,069	-,139	-1,223	,224
	BUYING DECISION	-.099	.053	-,211	-1,861	, 166

a. Dependent Variable: Abs_RES

The results of the Glejser test showed a significant value for the Taste (X) variable of 0.065 which was greater than 0.050 so that it could be concluded that there were no symptoms of heteroscedasticity in this research model.

Table 3
Linear Regression Results Equation I
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	10.195	1,631		6,250	,000
	X	,576	, 121	,441	4,763	,000

a. Dependent Variable: Z

Based on these results, the linear regression equation has the formulation: $Z = b_0 + b_1X + e_1$, so that the equation is obtained: $Z = 10.195 + 0.576X + e_1$

The description of the multiple linear regression equation above is as follows:

a. A constant value (b_0) of 10.195 indicates the magnitude of the Purchase Decision variable (Z) if the Taste (X) variable is equal to zero.

b. The regression coefficient value of the Taste variable (X) (b_1) is 0.576 indicating the large role of the Taste variable (X) on the Purchase Decision variable (Z). This means that if the Taste (X) variable factor increases by 1 value unit, it is predicted that the Purchase Decision (Z) will increase by 0.576 value units.

Table 4
Linear Regression Results Equation II
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	Q	Sig.	tolerance	VIF

1	(Constant)	6,089	1,621			3,756	,000		
	X	,468	,112	,286		4,162	,000	,806	1,241
	Z	,796	.086	,635		9,236	,000	,806	1,241

a. Dependent Variable: Y

Based on these results, the linear regression equation has the formulation: $Y = b0 + b2X + b3Z + e2$, so that the equation is obtained: $Y = 6.089 + 0.468X + 0.796Z + e2$

The description of the multiple linear regression equation above is as follows:

a. A constant value (b0) of 6.089 indicates the magnitude of the Consumer Loyalty variable (Y) if the Taste (X) variable and Purchase Decision variable (Z) are equal to zero.

b. The regression coefficient value of the Taste (X) (b2) variable is 0.468 indicating the large role of the Taste (X) variable on the Consumer Loyalty variable (Y). This means that if the Taste (X) variable factor increases by 1 value unit, it is predicted that the Consumer Loyalty Variable (Y) will increase by 0.468 value units assuming the Purchase Decision variable (Z) is constant.

c. The regression coefficient value of the Purchase Decision variable (Z) (b3) is 0.796 indicating the large role of the Purchase Decision variable (Z) on the Consumer Loyalty variable (Y) assuming the Taste (X) variable is constant. This means that if the purchasing decision variable factor (Z) increases by 1 unit value, it is predicted that the Consumer Loyalty variable (Y) will increase by 0.796 value units assuming the Taste (X) variable is constant.

Table 5

Coefficient of Determination of Equation I

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,441a	, 194	, 186	1.74017

a. Predictors: (Constant), X

b. Dependent Variable: Z

Based on table 5, it can be seen that the R square value is 0.194 or 19.4%. This shows that the Taste (X) variable can explain the Purchasing Decision Variable (Z) of 19.4%, the remaining 70.6% (100% - 19.4%) is explained by other variables outside this research model.

Table 6

Coefficient of Determination of Equation II

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,804a	,646	,638	1.45352

a. Predictors: (Constant), Z, X

b. Dependent Variable: Y

Based on table 6 it can be seen that the value of the adjusted R square is 0.638 or 63.8%. This shows that the Taste (X) variable and Purchase Decision variable (Z) can explain the Consumer Loyalty Variable (Y) of 63.8%.

Table 7
Partial Test (t) Equation I
    Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	10.195	1,631		6,250	,000
	X	,576	, 121	,441	4,763	,000

    a. Dependent Variable: Z

Hypothesis Test Effect of Service Quality variable (X) on Customer Satisfaction variable (Z)

From table 7, the tcount value is 4.763. With α = 5%, ttable (5% ; nk = 96-1 = 95) is obtained a ttable value of 1.985. From this description it can be seen that tcount (4.763) > ttable (1.985), likewise with a significance value of 0.000 <0.05, it can be concluded that the first hypothesis is accepted, meaningthe Taste (X) variable influences the Purchase Decision variable (Z).

Table 8
Partial Test (t) Equation II

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	6,089	1,621		3,756	,000
	X	,468	,112	,286	4,162	,000
	Z	,796	.086	,635	9,236	,000

Hypothesis Test Effect of Taste variable (X) on Consumer Loyalty variable (Y)

From table 8, the tcount value is obtained4.162 With α = 5%, ttable (5% ; nk = 96-2 = 94) obtained a ttable value of 1.986. From this description it can be seen that tcount (4.162) > ttable (1.986), as well as with a significance value of 0.000 <0.05, it can be concluded that the second hypothesis is accepted, meaning that the Taste (X) variable affects the Consumer Loyalty variable (Y).

Hypothesis Test Effect of Purchasing Decision variable (Z) on Consumer Loyalty variable (Y)

From table 4.19, a tcount value of 9.236 is obtained. With α = 5%, ttable (5% ; nk = 94) a ttable value of 1.986 is obtained. From this description it can be seen that tcount (9.236)

> ttable (1.986), and a significance value of 0.000 <0.05, it can be concluded that the third hypothesis is accepted, meaningPurchasing Decision variable (Z) influences Consumer Loyalty variable (Y).

Path Analysis Results

Table 9

Equation I

Coefficientsa

Model	Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	Q	Sig.
(Constant)	10.195	1,631		6,250	,000
X	,576	, 121	,441	4,763	,000

a. Dependent Variable: Z

Table 10

Equation II

Coefficientsa

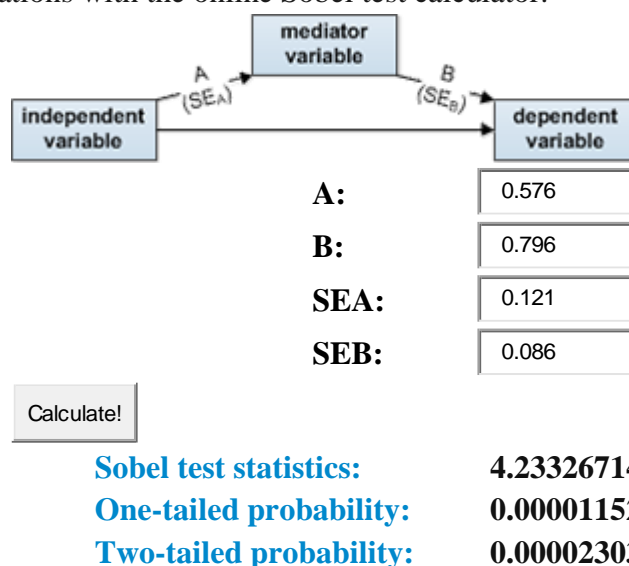| Model		Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	t	Sig.	Collinearity Statistics tolerance	VIF
1	(Constant)	6,089	1,621		3,756	,000		
	X	,468	,112	,286	4,162	,000	,806	1,241
	Z	,796	.086	,635	9,236	,000	,806	1,241

a. Dependent Variable: Y

The regression results table shows that the regression coefficient value of taste on purchasing decisions is 0.576 with a standard error of 0.121 and a significance value of 0.000 then for purchasing decisions a coefficient value of 0.796 is obtained with a standard error of 0.086 and a significance value of 0.000. So that the significant taste has a direct effect on purchasing decisions as well as purchasing decisions that have a significant direct effect on consumer loyalty. If described, a model will be formed:
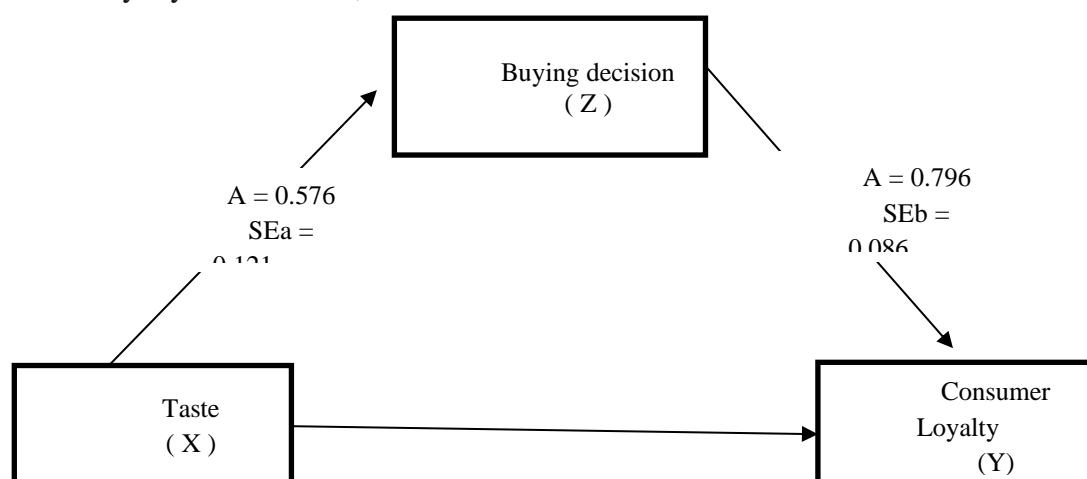
Mediator Models

The z value of the Sobel test cannot be generated directly from the regression results but by online calculations with the online Sobel test calculator.

A:	0.576
B:	0.796
SEA:	0.121
SEB:	0.086

Calculate!

Sobel test statistics:	**4.23326714**
One-tailed probability:	**0.00001152**
Two-tailed probability:	**0.00002303**

Figure 2
Z value results from the online calculator sobel test

The figure shows the direct effect of the Taste (X) variable on the Consumer Loyalty variable (Y) of 0.286. While the indirect effect through the variable Purchase Decision (Z), namely4,233. From the calculation results obtained, it shows that the indirect effect through the Purchase Decision variable (Z) is greater than the direct effect on the Consumer Loyalty variable (Y). These results indicate that the Purchase Decision variable can bridge or mediate between the taste variable and consumer loyalty.These results can be seen in table 4.22:

Table 11
Direct and Indirect Relations

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	X>Z>Y	0.286	4,233	4,519	Direct Effects < Indirect	Hypothesis Accepted

Contents of Discussion Results

1. **Effect of Taste (X) on Purchase Decision (Z)**

Based on the results of the analysis of hypothesis 1, it can be seen that tcount (4.763) > ttable (1.985), as well as with a significance value of 0.000 <0.05, it can be concluded that the first hypothesis is accepted, meaningTaste variable (X) has an effectto the Purchasing Decision variable (Z). Which means that Taste is the main consideration factor for Mickey Dimsum so that consumers can decide to buy dimsum at Mickey Dimsum.

2. **The Effect of Taste(X)Against Consumer Loyalty (Y)**

   Based on the results of the analysis of hypothesis 2, it can be seen that tcount (4,162) > ttable (1.986), likewise with a significance value of 0.000> 0.05, it can be concluded that the second hypothesis is accepted, meaningTaste variable (X) has an effectto the variable Consumer Loyalty (Y). Which means that taste is the main consideration factor for Mickey Dimsum so that consumers will be loyal in buying Dimsum at Mickey Dimsum.

3. **Effect of Purchase Decision (Z) on Consumer Loyalty (Z)**

   Based on the results of the analysis of hypothesis 3, it can be seen that from the description it can be seen that tcount (9.236) > ttable (1.986), and the significance value is 0.000> 0.05, it can be concluded that the third hypothesis is accepted, meaningvariable Purchase Decision (Z) effectto the variable Consumer Loyalty (Y).Which means that Consumer Loyalty is a major consideration factor for Mickey Dimsum so that consumers make purchasing decisions for dimsum at Mickey Dimsum.

4. **The Effect of Taste (X) on Consumer Loyalty (Y) Through Purchasing Decisions (Z)**

   Based on the results of the analysis of hypothesis 4, it shows a direct effect of the Taste (X) variable on the Consumer loyalty variable (Y) of 0.286. While the indirect effect through the variable Purchase Decision (Z) is 4.233. From the calculation results obtained, it shows that the indirect effect through the Purchase Decision variable (Z) is greater than the direct effect on the Consumer Loyalty variable (Y). These results indicate that the Purchase Decision variable can be a bridging variable or a mediating variable between taste and consumer loyalty.

CLOSING

Conclusion

1. Based on the results of the analysis of hypothesis 1, it can be concluded that the first hypothesis is accepted, meaningTaste variable (X) has an effectto the Purchasing Decision variable (Z). This reflects that the tastier or tastier the Taste, the more it will increase the purchase decision for dimsum at Mickey Dimsum.

2. Based on the results of the analysis of hypothesis 2, it can be concluded that the second hypothesis is accepted, meaningTaste variable (X) has an effect onvariable Consumer Loyalty (Y). This can be interpreted that taste can influence buyers to be loyal in making purchases of Mickey Dimsum.

3. Based on the results of the analysis of hypothesis 3, it can be concluded that the third hypothesis is accepted, meaningvariable Purchase Decision (Z) effectto the variable Consumer Loyalty (Y). This reflects that purchasing decisions can affect the level of consumer loyalty.

4. Based on the results of the analysis of hypothesis 4, the indirect effect of the Taste (X) variable through the Purchase Decision variable (Z) is greater than the direct effect on the Consumer loyalty variable (Y). From the calculation results obtained, it shows that the indirect effect through the Purchase Decision variable (Z) is greater than the direct effect on the Consumer Loyalty variable (Y) so that the hypothesis is accepted.

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