



Received: September 11, 2022

Revised: December 16, 2022

Accepted: January 27, 2023

***Corresponding author:** Muh. Haerdiansyah Syahnur, Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia

E-mail: haerdiansyah@umi.ac.id

MARKETING | RESEARCH ARTICLE

Determinants of Neighborhood References, and Environmental Stimuli on Purchasing Decisions for Halal Products for Consumers

Muh. Haerdiansyah Syahnur^{1*}, Andi Faisal Bahari²

^{1,2} Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia. Email: haerdiansyah@umi.ac.id¹, faisal.bahari@umi.ac.id²

Abstract: This study aims to determine the effect of surrounding reference variables, namely (product, service, and brand image) and Environmental Stimuli, on purchasing decisions. This research approach uses quantitative research. The data used in this study are primary data obtained from questionnaires and secondary data. This research was conducted at Chocholicious Cake Shop Makassar City. The population in the study used the Infinite population, with a sample size of 200 respondents / people in Makassar City. Data analysis using validity test, reliability test, R-Square test, F-Square test, direct effect test, and hypothesis submission using Partial Least Square. The results of this study indicate that the variables in the surrounding reference have a positive and significant effect on the consumer purchasing decision variable; Ambient references are factors around consumers that can influence their perceptions and purchasing decisions. Which means that factors such as recommendations from friends and family, public opinion, and advertising can influence consumer purchasing decisions. Likewise, the environmental stimuli variable has a positive and significant effect on consumer purchasing decisions. Environmental stimuli are factors around consumers that can influence their perceptions and purchasing decisions, which means that factors such as store layout, product design, store atmosphere, etc. can influence consumers' purchasing decisions.

Keywords: Neighborhood Reference, Environmental Stimuli, Consumer Purchase Decision.

JEL Classification Code: F63, O1, L83

1. INTRODUCTION

An item or service produced by a company for consumers can survive and compete with other companies, when these companies continue to market the goods or services they offer. Wang et al., (2023) states that there are many factors that can influence consumers in making purchasing decisions, for example, product, price, location, quality of service, etc. Today consumers are very careful in making decisions in buying goods or services. In industry food and beverage, these four factors greatly influence consumer purchasing decisions. Judging from the product factor, a restaurant or cafe must have food products that are delicious, unique and attractive in appearance. If need a restaurant or cafe must have signature dish. From there, consumers will naturally be interested in finding and trying these foods (Buchanan et al., 2018; Sucapane et al., 2021). In addition, in making purchasing decisions, consumers also look at the factors Service Quality. Sugiarto & Octaviana (2021) states that service quality (Servqual) is the extent to which ability (ability company to provide everything that the buyer expects to meet his needs. This service is intended to facilitate the purchase of goods by buyers in stores. This variable is important in the purchasing decision process because customer satisfaction services affect repeat purchases so that sales increase. Service quality is the main concern of customers when making decisions. Quality service encourages customers to establish a close relationship with the company. Furthermore, the factors that influence consumers in making purchasing decisions are brand image.

Brand image or brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand (Akgün & Polat, 2022; Azis, 2021; Nguyen et al., 2019). Furthermore, according to Liu et al. (2022) brand image is a set of ideas beliefs and impressions formed by someone towards an object. Image or the image itself is a picture, similar to the main impression or outline and even the shadow that someone has about something. Therefore the image or image can be maintained. Brand image is a collection of associations for a brand that is stored in the mind or in the minds of consumers. Association is an attribute contained in the brand, so that from various attributes that consumers can remember, they can form an impression of the brand (Ul Islam et al., 2017). When a brand is well known by the public, of course this will make it easier for the company to introduce its new products to the market. Thus this will be a force for producers to increase their market share or sales volume. The next factor that can influence consumer purchasing decisions is price. The price of an item or service is a determinant of market demand and is an important element for businesses in carrying out marketing strategies. Prices must match consumer perceptions of the products to be offered (Hernani-Merino et al., 2021). Kaswengi et al. (2020); Rahnama & Rajabpour (2017) defines price as the amount of money (plus several products) required to obtain a number of combinations of products and services. Several previous studies in this study will be used as a reference so that researchers can obtain information regarding the topic of discussion of the research to be carried out, namely (Yoon C. Cho, 2015) conducting research with the title "The Influence of Product Quality, Price, and Promotion on Purchasing Decisions". From the results of the research conducted, it shows that the first variable, product quality has a positive effect on purchasing decisions. Second, price has a positive effect on purchasing decisions. Third, promotion has no positive effect on purchasing decisions. Of the three variables tested only, the promotion variable does not have a positive effect on purchasing decisions. Meanwhile, product quality and price variables affect purchasing decisions. Azis (2021) conducted research with the title "The effect of brand image and advertising on social media on purchasing decisions". The results achieved in the research conducted are: (1) brand image has a negative effect on purchasing decisions. Based on the research background above, the formulation of the problem in this study is as follows: Do products, services, brand images, prices, places have a positive effect on consumer purchasing decisions?

2. Literature Review

2.1. Purchase Decision

The purchase decision is the stage where the buyer has made his choice and purchases the product and consumes it (Hsu, 2019). The purchase decision is a thought in which the individual evaluates various choices and finally decides on a choice of a product from many choices. According to Puspa, (2017), purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. According to Puspa (2017) purchasing decisions are defined as a choice of more than two alternatives of choice. According to Gerber et al. (2016) purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate each of these alternatives properly to be able to solve the problem, which ultimately leads to a purchase decision. According to Jajere et al. (2019), the factors that influence customer purchasing decisions are the emotional bonds that exist between the customer and the producer himself, after the customer uses the company's products and services and finds that the product or service provides added value. The value dimension consists of 4, namely: Emotional value, utility that comes from feelings or effectiveness or positive emotions that arise from consuming the product. If consumers experience positive feelings when buying or using a brand, then the brand provides emotional value. In essence, emotional value relates to what positive feelings consumers will experience when buying a product. Social value, the utility derived from the product's ability to enhance the consumer's social self-concept. Functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the function provided by the product or service to consumers.

2.2. Product Quality

The product has an important meaning for the company because without the product, the company will not be able to do anything from its business. Buyers will buy a product if it feels right, therefore the product must be adjusted to the wants or needs of the buyer for product marketing to be successful. In other words, product creation is better oriented to market desires or consumer tastes (Syamsudin et al., 2022). According to Armstrong et al. (2014) is "anything that can be offered to a market for attention, purchase, use, or consumption that might satisfy a want or need". Currently, all producers understand the importance of the role of superior product quality to meet customer expectations in all aspects of products sold to the market. Company officials are also increasingly aware of and believe in the existence of a direct link between product quality and consumer purchasing decisions which will ultimately increase market share in the target market. Tiganis et al. (2023) argues that "a product is anything that can be offered on the market to get attention, use or consumption that can fulfill a desire or need including; physical objects, services, people, places, organizations and ideas. Products according to Azizah & Nur (2022) are anything that can be offered in the market to get attention, demand, use or consumption that can fulfill consumer wants or needs.

2.3. Service Quality

Service quality based on Mashur et al. (2019) concluded that improving service quality would have a good impact on increasing loyalty. Service quality has a direct influence on loyalty and affects loyalty through satisfaction. According to Kearney et al. (2017) service quality is the level of excellence expected and control over the level of excellence to fulfill customer desires. According to Lee et al., (2020) the definition of service quality is centered on efforts to fulfill customer needs and desires as well as delivery to balance customer expectations. From several existing opinions, it can be concluded that service quality is a company's efforts to fulfill the desires and needs of its consumers in order to build and maintain satisfying customer relationships. Measuring service quality can be done by comparing consumer perceptions of the service they receive with the service expected of a company. If the services received by consumers exceed consumer expectations, then service quality is perceived as good. Conversely, if the service received does not match expectations or expectations, then the service quality is perceived as bad and there is no customer satisfaction. Meanwhile, Osakwe et al. (2020) defines service quality as how far the difference is between reality and customer expectations for the service they receive or obtain. There are two factors that affect service quality, namely the expected service and perceived service. According to Oyerogba (2021) Service quality can also be defined as all forms of service delivery provided optimally by the company in order to meet customer needs according to customer expectations. There are five dimensions of service quality according to: Rezaei et al. (2014) Reliability is the ability to carry out the promised service accurately and reliably. Responsiveness is the ability to help customers and provide services quickly and responsively. Confidence is the knowledge and courtesy of employees and their ability to inspire trust and confidence. Empathy is a condition for caring, giving personal attention to customers. Tangible is the appearance of physical facilities, equipment, personnel and communication media.

2.4. Brand Image

Brand Image is a representation of the overall perception of the brand and is formed from the information and knowledge of the brand. The image of the brand is related to the attitude in the form of a brand. Consumers who have a positive image of a brand will be more likely to make purchases (Liljedal & Berg, 2020). Saqib et al. (2016) the strongest brand requirement is the brand image itself as a brand position, namely a brand image that is clearly different and superior relative to competitors. The resulting image will be better if consumers have sufficient experience with the new reality. The new reality in question is that the organization actually works more effectively and has a pretty good performance.

Brand image itself has several functions, including market entry, source of added product value, corporate store of value, and channel power. According to (Strübel & Sklar, 2022) Brand image is a set of associations about a brand stored in the minds or memories of consumers. There are several

factors that are stored in the minds or memories of consumers. There are several factors that influence brand image. McClure et al. (2020) mentioning the factors forming a brand image such as: Quality of service quality, related to the quality of goods offered by manufacturers with certain brands. Trusted or relied upon with regard to opinions or agreements formed by the community about a product that is consumed. Usefulness or benefits associated with the function of a product that can be utilized by consumers. Price, which in this case is related to the high or low or the amount of money spent by consumers to influence a product, can also affect the long-term image. The image that is owned by the brand itself, namely in the form of views, opportunities and information related to a brand of a particular product.

2.5. Price

Riyono and Budiharja in (Rizki, 2020) price is an important element in a company where with a price, the company will get income for the company's sustainability. Meanwhile, according to (Ramsbottom et al., 2015) Price is the amount of money that must be paid by consumers or buyers to get the product offered by the seller. Price is a way for a seller to differentiate his offering from competitors. So that pricing can be considered as part of the product differentiation function in marketing. Prices are also very relative. If a buyer has the opportunity to buy the same goods and services at a lower price, then he will do so (Kowalczyk & Mitchell, 2022). The definition above explains that price is an important element in a company where with a price, the company will earn income for the continuity of the company. In addition, price is also a tool that will later be used as a process of exchanging goods or services by consumers. According to (Easa & Orra, 2021) there are four indicators that characterize prices, namely: Price affordability, price compatibility with product quality, price competitiveness, price compatibility with benefits.

2.6. Definition of place/location

Mursid in (Anggriawan & Brahmayanti, 2016), the meaning of place (place) is related to the activity of distributing producer products to consumers (distribution). Place is all the activities carried out by the company to distribute its products to target consumers so that they can be available and obtained at the right place and time because decisions regarding distribution channels are difficult to change and adjustments take a long time, so decisions regarding the distribution channels used require careful thought. mature with regard to consumer characteristics, intermediary characteristics, environmental characteristics. From the above definition, it can be concluded that a place is a place for companies to distribute products. (Kozak & Buhalis, 2019) location selection requires careful consideration of the following factors: (1) Access, namely the ease of reaching. For example, locations that are traversed or easily accessible by public transportation; (2) Visibility, namely locations or places that can be seen clearly from normal visibility; (3) Traffic involves the following two main considerations: (a) The large number of people passing by can provide a great opportunity for impulse buying, namely buyer decisions that often occur spontaneously, without planning, and/or without going through special efforts.

Research conducted by Fauzi Ruliansyah, & Dr. Dian Surya Sampurna, SE, MM (2018) with a descriptive and verification research approach, because there are variables to be studied and the aim is to present an overview of the relationships between the variables studied. The results of the study stated: (1) Price has a negative and insignificant effect on purchasing decisions. (2) Product quality has a positive and significant effect on purchasing decisions (3) Brand Image has a negative and insignificant effect on product decisions. (Eniola & Entebang, 2015; Shen et al., 2017) The research strategy used is an associative strategy. In his research stated that price perceptions have a positive effect on purchasing decisions. Service quality has a positive effect on purchasing decisions and word of mouth also has a positive effect on purchasing decisions. (Rafidinal & Amalia, 2019) conducted research aimed at examining the impact of trust and the marketing mix (product, price, place, and promotion) on the company's purchasing decisions for oil palm seeds. The results of his research show that the marketing mix which consists of product, price, place, and promotion has a significant effect on the decision to buy oil palm seeds at companies in West Sumatra after being mediated by trust. Based on the findings, this study can provide insights for oil palm seed companies by increasing their

customers' purchasing decisions. So the hypothesis in this study refers to the literature review and previous research that has been described, so a research hypothesis can be made, namely:

- H1 : Products have a significant positive influence on consumer purchasing decisions.
- H2 : Service has a significant positive influence on consumer purchasing decisions.
- H3 : Brand Image has a significant positive influence on consumer purchasing decisions.
- H4 : Price has a significant positive influence on consumer purchasing decisions.
- H5 : Place has a significant positive influence on consumer purchasing decisions.

3. Research Method and Materials

3.1. Sample Criteria

The research was conducted within 2 (two) months starting from January - February 2022. The location for distributing the questionnaire was carried out at the Chocholicious Cake Manufacturer which is on Jl. A. P. Pettarani Makassar City, South Sulawesi 90222, by going through online questionnaires and online observations. The population in this study seems infinite or difficult to estimate. By definition, an infinite population is a collection of objects or individuals who are the object of research whose boundaries are unknown or it is not possible to measure the total number of individuals in the area occupied by that reason, given the data in this study with a large population range. so broad that the reference for researchers in determining the number of samples is based on several expert theories which state the minimum sample size, among others: a). The minimum sample size required to reduce the bias in all types of estimation is 200. Loehlin (1998). b). The sample size for estimation must be at least 15x the number of variables observed by Stevens (1996); c). The sample size for estimation must be at least 5x the number of free parameters in the model, including errors. Bentler & Chou, (1987); d). Data that has a high kurtosis value, the minimum sample size must be 10 times the number of free parameters. Hoogland & Boomsma, (1998) e). Agusty Ferdinand (2002) states that determining a sample with an infinite population is the minimum number of variables and parameters multiplied by 5-10. Considering that the number of samples is very large and so wide, and with the tendency of some of the expert opinions above which do not provide an exact picture regarding the determination of the number of samples, the researchers took steps in determining the minimum sample following some of the theoretical references above, namely the number of variables as many as 6 and 53 items and parameters 55. So that the minimum sample in this study is 200 people. The sample criteria are men and women aged at least 18-40 years with various educational backgrounds and regional origins. Likewise with work and professional background. At a minimum, the sample criteria are having a status of having completed a high school level of education or having student-working status (public servant, private sector, self-employed, and other professions). Furthermore, the criteria for the respondent's income level are at least 800 thousand rupiah.

3.2. Procedures and Measurements

Sampling used the e-survey method using google forms which were distributed in several regions in Indonesia, such as Makassar, Java and Sumatra. Furthermore, in the data analysis section, we used the SEM-PLS analysis approach to test the research hypothesis. It consists of several demonstration relationships, namely direct and indirect relationship testing. However, before entering the hypothesis testing stage, several stages in the testing process of this study included measuring the distribution of respondents' answers and then calculating using Smart-PLS to determine the standard deviation value, the average value of the distribution of respondents' answers, loading factor > 0.60 (Fornell & Larcker, 1981; Sarstedt et al., 2014); inner-model testing with assessment criteria > 0.60 (i.e., cronbach alpha, composite reliability and AVE) (Chin, 1998). Demonstration of the measurement of variable-item data is shown in Table 3.

Furthermore, if the measurement data has been declared feasible as with the measurement criteria described above, then the next step is measurement goodness of fit model by assessing the data testing criteria i.e., Standardized Root Mean Square Residual and Normed Fit Index (SRMR < 0.80, NFI > 0.90) (Fassott et al., 2016; Bentler & Bonett, 1980). d_ULS and d_G with the criteria of original



value (saturated model > estimated model). The results of the demonstration test of the Goodness fit model are illustrated in table 4. Furthermore, the next testing stage is to test the coefficient of determination and the F-test (R-Square and F-test). The final stage of research testing is hypothesis testing using the constant bootstrapping method with chi-square ($n = 255$), namely determining the T-statistic value and P-Value with the sig measurement criterion <0.05 as shown in Table 7. In this study, the method data collection used a questionnaire which was distributed to all study samples, the number of questions consisted of 59 questions with the distribution of answers using a Likert scale (1 = Strongly Disagree; 2 = Disagree; 3 = Somewhat Disagree; 4 = Neither agree nor disagree; 5 = Some that Agree; 6 = Agree; 7 = Strongly Agree) which in detail can be seen in Table 1.

Table 1: Operational Definition

Variable	Item	Construct
Product (X1)	Various variants become attraction	1) Consumers rate interest in Chocolicious products because they are diverse
	Completeness of all variants of the Chocolicious menu	2) All variants of the Chocolicious menu are always available on the board
	Product color suitability	3) Consumers can judge that the color of the product does not include harmful additives
Ministry (X2)	Reliability, Accuracy of Service.	4) Consumers assess the accuracy of service as expected.
	Responsiveness / responsiveness When responding to customers	5) Consumers assess the quick response of employees during the ordering process. 6) Consumers assess the quick response of employees when paying transactions.
	Knowledge/Guarantees, skills and knowledge of employees in guaranteeing proper service to consumers.	7) Employees are skilled in serving consumers by providing guarantees of proper service. 8) Employees have sufficient knowledge about the company's services and products.
	Service person / Attitude Employee empathy when providing services.	9) Consumers judge employees to provide friendly and polite service.
	Tangible/physical evidence employees in using the facilities provided by the company when serving consumers.	10) The uniform attributes of all employees are complete and neat.
Brand Image (X3)	A set of consumer beliefs	11) Notable brands 12) Memorable brands 13) The brand elevates the image of its customers 14) Trusted brands
	Associations that arise in the minds of consumers	15) Brands first remembered 16) Preferred brands 17) Brands have an advantage over other brands 18) A brand that will always be memorable
	Perceived added value	19) Can be used well/usefully 20) Popular 21) Issuing quality products 22) A sense of pride in using the product 23) Attraction 24) Brand loyalty 25) Customer-recognized facilities 26) Have models that are up to date / not outdated 27) Concern for consumers 28) Familiar brand reputation 29) Confidence in the brand
Price (X4)	Price compliance with the quality / value obtained.	30) Konsumen assesses the price according to the quality / value they get

Variable	Item	Construct
		31) Consumers think that pricing is already competitive with other products in their class
	Consumer interest in discounts	32) Consumers are interested in buying if there is a discount for example for employees, students, etc.
	Completeness of the system Cashless payments (credit and debit)	33) Consumers consider the cashless transaction system to facilitate purchases 34) Consumers consider that cashless transactions provide additional benefits such as discounts/discounts
Place (X_5)	Accessibility/convenience Access to outlets	35) Consumers consider the location of outlets affordable for public and private vehicles.
	Availability of parking areas	36) Consumers consider the parking area capable of accommodating a number of vehicles
	Booth Cleanliness	37) Consumers assess the cleanliness of outlets that are not dirty, not wet, dusty, and not much garbage
	Drive Thru Facility	38) Drive Thru facility provides convenience in purchasing products
	Continuity of availability of Chocolicious product variants ordered maintained All the time.	39) Consumers see ordered Chocolicious products always on the serving board.
Consumer Purchasing Decisions (And)	Product selection	40) Choosing products based on product quality 41) Choose products based on product diversity
	Brand Selection	42) Choosing products based on brand trust 43) Choose products based on brand reputation
	Dealer's Choice	44) Choosing a reseller based on easy-to-reach location 45) Choose a reseller based on product availability
	Purchase time	46) The timing of product purchases based on the presence of promotions 47) Decide to buy based on the time of purchase according to your needs
	Number of purchases	48) Number of purchases based on as needed 49) Product diversity affects the number of purchases
	Payment methods	50) Deciding to buy with cash payment methods 51) Deciding to buy with debit payment methods
	Purchase time	52) The timing of product purchases based on the presence of promotions 53) Decide to buy based on the time of purchase according to your needs
	Number of purchases	54) Number of purchases based on as needed 55) Product diversity affects the number of purchases

4. Results and Discussion

4.1. Description of Research Results

This research was conducted through an online distribution (hyperlink) using google forms and google sheets distributed to Chocolicious consumers in Makassar City. The population in this study was imprinted infinite or hard to predict. Considering that the number of samples is so large and so



wide, and with the tendency that some expert opinions do not provide an exact picture of the determination of the number of samples, the researchers took steps in determining the minimum sample following some of the theoretical references above. So the number of samples in this study is = 200 people.

Reflective Measurement Model (Outer Models)

PLS analysis is carried out in three stages: Analysis outside models, Analysis inner model, and Hypothesis Testing. Analysis outside models carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). Analysis outside models can be seen from several indicators: Convergent validity, Discriminant validity, Un-dimensionality. While analysis deep model Structural analysis of the model is carried out to ensure that the structural model built is robust and accurate. Evaluation of the inner model can be seen from several indicators which include: Coefficient of determination (R^2), Predictive Relevance, Goodness of Fit Index (GoF). (Hussein, 2015). The hypothesis testing is done by looking at the probability value and the t-statistic. For probability values, the p-value with an alpha of 5% is less than 0.05. The t-table value for alpha 5% is 1.96. So that the criterion for accepting the hypothesis is when t-statistics > t-table. In the analysis method using regression, there are assumptions that must be checked by researchers to ensure that the regression equation formed by BLUE (Best Linear Unbiased Estimation). One of the assumptions that often becomes a stumbling block for researchers is the assumption of normality (Hussein, 2015). The purpose of using PLS is to make predictions. The prediction referred to here is the prediction of the relationship between constructs. While SEM is intended as a confirmation of a model based on theory. In this study the constructs used are all dimensions and model modifications so that the model built in this study is not based on existing theory. Therefore researchers use data analysis tools using PLS (Partial Least Squares). Below presents the initial structural model, the value of the fit model can be seen from the value convergent validity, discriminant validity, composite reliability, and value Cronbach alfa. The interpretation of the initial structural model is as follows:

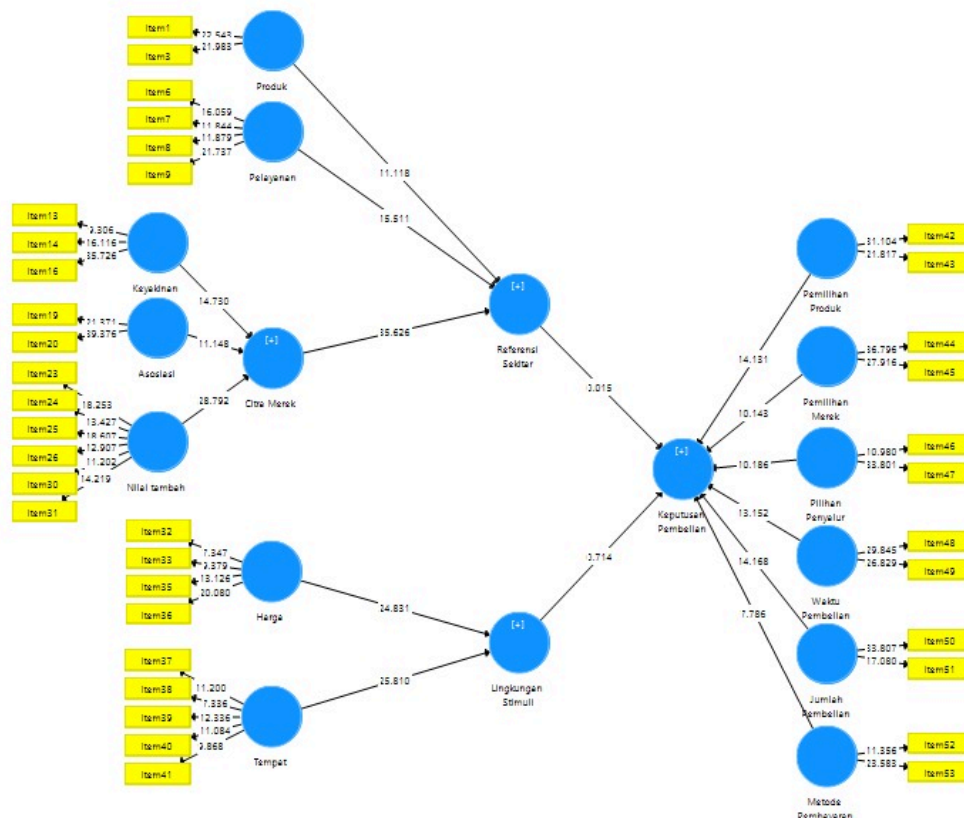


Figure 1: SEM Result

In addition to the outer loadings results, there is also Construct Reliability and Validity. The convergent validity value is the factor loading value on the latent variable with its indicators. The expected value is >0.7 ((Hussen, 2015), (Chin 1998), (Ulm Ghazali & Chariri 2008)). convergent validity itself by looking at the average variance extracted (AVE) value of each construct with the correlation between constructs and other constructs in the model. The form of model interpretation is explained as in table 9:

Table 2: Construct Reliability and Validity

Association	0,708	0,715	0,872	0,774
Brand Image	0,912	0,914	0,926	0,534
Price	0,767	0,773	0,851	0,590
Purchase Amount	0,671	0,673	0,858	0,752
Purchasing Decisions	0,914	0,917	0,928	0,518
Belief	0,731	0,744	0,848	0,651
Stimuli Environment	0,885	0,887	0,907	0,522
Payment Methods	0,515	0,515	0,805	0,673
Added value	0,885	0,886	0,913	0,635
Service	0,804	0,805	0,872	0,630
Brand Selection	0,723	0,724	0,878	0,783
Product Selection	0,684	0,684	0,864	0,760
Dealer's Choice	0,638	0,645	0,846	0,734
Product	0,706	0,707	0,872	0,773
References Around	0,938	0,939	0,945	0,502
Place	0,800	0,801	0,862	0,556
Purchase Time	0,689	0,689	0,865	0,763

Table 2 explains that all variables/indicators/constructs have met the test requirements, such as Cronbach alpha, rho_A, composite reliability and AVE (Average variance extracted) values > 0.60 . The explanation from the table above states that the Cronbach Alpha or reliability test states that the extent to which variables can be declared reliable in measuring the dependent variable. Requirements regarding the value of Cronbach alpha are explained as follows:

- If alpha > 0.90 then the reliability is perfect (very good)
- If alpha is between $0.70 - 0.90$ then high reliability (good)
- If the alpha is between $0.50 - 0.70$ then the reliability is moderate
- If alpha < 0.60 then the reliability is low (very bad)

R-Square (R^2)

The R square test (R^2) or the reliability test is stating how reliable an item/indicator is in forming a variable. There are three categories in the grouping of R-square values. If the R-square value is 0.75, it is included in the strong category; for the R-square value of 0.50 is included in the moderate category and 0.25 is included in the weak category (Hair et al, 2010). The R-square value of the dependent variable obtained in this research model can be seen in Table 10 below.

f-Square (f^2)

The f-Square (f^2) test or predictors test is a test to determine how much influence between each predictors. f^2 value of 0.02, 0.15, and 0.35 can be interpreted whether the latent variable predictor has a weak, medium or large influence at the structural level. (W. Chin, 1998) The f^2 value is as follows:

Table 3: Test of f-Square (f^2)

	Brand Image	Purchasing Decisions	Stimuli Environment	References Around
Association	3020,458			
Brand Image				1202,248
Price			934,197	
Purchase Amount		2955,684		
Purchasing Decisions				
Belief	5066,845			
Stimuli Environment		0,052		
Payment Methods		2520,533		
Added value	16595,536			
Service				216,506
Brand Selection		3662,449		
Product Selection		2529,547		
Dealer's Choice		3231,401		
Product				100,464
References Around		0,000		
Place			1395,376	
Purchase Time		2864,880		

Table 3 shows the relationship that the partial effect of the Stimuli Environment variable (X_1) on consumer purchasing decisions is (0.052 < 0.15) as well as the relationship between Surrounding References (X_2) on consumer purchasing decisions is (0.000 < 0.15).

Direct Effect Test and hypothesis testing

Table 4: Direct Effect and Hypothesis Testing

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
Association → Brand Image	0,220	0,223	0,020	11,260	0,000
Brand Image → References Around	0,637	0,637	0,017	38,501	0,000
Price → Stimuli Environment	0,471	0,471	0,020	22,995	0,000
Purchase Amount → Purchasing Decisions	0,206	0,204	0,014	14,750	0,000
Belief → Brand Image	0,286	0,286	0,019	15,260	0,000
Stimuli Environment → Purchasing Decisions	0,001	0,002	0,002	0,728	0,467
Payment Methods → Purchasing Decisions	0,172	0,175	0,021	8,132	0,000
Added value → Brand Image	0,608	0,608	0,022	27,401	0,000
Service → References Around	0,287	0,289	0,018	16,019	0,000
Brand Selection → Purchasing Decisions	0,203	0,204	0,020	10,292	0,000
Product Selection → Purchasing Decisions	0,219	0,219	0,014	15,137	0,000
Dealer's Choice → Purchasing Decisions	0,179	0,179	0,017	10,466	0,000
Product → References Around	0,156	0,158	0,013	11,748	0,000
References Around → Purchasing Decisions	0,000	0,001	0,001	0,013	0,990
Place → Stimuli Environment	0,575	0,577	0,021	26,828	0,000
Purchase Time → Purchasing Decisions	0,215	0,215	0,016	13,491	0,000

Table 4 explains the direct relationship of the variables tested to then be adjusted to the hypotheses that have been built in section 2. The interpretation of hypothesis testing is as follows:

- H1: Products have a significant positive influence on consumer purchasing decisions.
The results of the data analysis show that the H1 hypothesis is stated to be significant with a significance coefficient value <0.00 with a variable influence value ($t = 11.748$) and a standard deviation of $0.013 <0.00$. So in conclusion it states that the hypothesis H1 = accepted.
H2: Service has a significant positive influence on consumer purchasing decisions.
- The results of the data analysis show that the H2 hypothesis is stated to be significant with a significance coefficient value <0.00 with a variable influence value ($t = 16.019$) and a standard deviation of $0.018 <0.00$. So in conclusion it states that hypothesis H2 = accepted.
- H3 : Brand Image has a significant positive influence on consumer purchasing decisions.
The results of the data analysis show that the H3 hypothesis is stated to be significant with a significance coefficient value <0.00 with a variable influence value ($t=38.501$) and a standard deviation of $0.017 <0.00$. So in conclusion it states that the hypothesis H3 = accepted.
- H4: Price has a significant positive effect on consumer purchasing decisions.
The results of the data analysis show that the H4 hypothesis is stated to be significant with a significance coefficient value <0.00 with a variable influence value ($t = 22.995$) and a standard deviation of $0.020 <0.00$. So in conclusion it states that the hypothesis H4 = accepted.
- H5 : Place has a significant positive influence on consumer purchasing decisions.
The results of data analysis show that the H5 hypothesis is stated to be significant with a significance coefficient value <0.00 with a variable influence value ($t = 26.828$) and a standard deviation of $0.021 <0.00$. So in conclusion it states that the hypothesis H5 = accepted.

4.2. Discussion

Based on the analysis above, it can be explained that this study used data analysis methods Partial Least Square, regarding the relationship between Reference and Environmental Stimuli on Consumer Purchase Decisions at Chocholicious Companies, the discussion regarding this matter can be explained as follows:

1. *Products have a significant positive influence on consumer purchasing decisions.*

Based on the results of testing the hypothesis regarding the effect of products on purchasing decisions, it shows that products have a significant effect on consumer purchasing decisions. This is supported by the answers of respondents who are on the Agree distribution. Where in the statement that "Consumers assess the quick response of employees when the ordering process" means that consumers are satisfied if they get good service or as expected when purchasing products at the Chocholicious company. In consumer purchasing decisions for Chocholicious products, consumers already know that the services available at Chocholicious are quick to respond when serving consumers. Not only that, in making purchasing decisions and what consumers consider the most when purchasing at Chocholicious is the diversity of menu choices offered by Chocholicious, so that consumers judge through the menu offered by Chocholicious as a whole, this can be seen from the quantity of sizes that can adjust to their wishes. consumers so that consumers have choices according to the desired portion, the quantity of product variants ranging from variations in rice packages, burgers, ice cream and other temporal products, product development or innovation aimed at increasing customer satisfaction and always trying to adjust to consumer desires. This is proven by the value of the test results fulfilling the test requirements which can be stated to have a significant effect or quite an effect.

2. Service has a significant positive influence on consumer purchasing decisions.

Based on the results of testing the hypothesis regarding the effect of service on purchasing decisions, it shows that service has a positive and significant effect on consumer purchasing decisions. This is supported by the answers of respondents who are on the Agree distribution. Where in the statement that "Employees have sufficient knowledge about the company's services and products". In this case it shows that the quality of service is able to increase purchasing decisions. Service quality in the form of tangibles, reliability, responsiveness, assurance and empathy is considered to have an effect on customer satisfaction. If a service provided to customers is equal to or exceeds what is expected, then the quality of service created will provide satisfaction. However, if the quality of service is not the same or less than what is expected, then service quality is not created or does not satisfy customers and will become a long-term problem for the company concerned. Not only that, consumers consider Chocholicious to be a fast-food company that can make it easier for consumers to make purchases without long queues. So that consumers judge that the services provided give a good impression on consumers so that consumers decide to make purchases at Chocholicious.

3. Brand Image has a significant positive influence on consumer purchasing decisions.

Based on the results of testing the hypothesis regarding the effect of brand image on consumer purchasing decisions, which shows that it has a significant effect on consumer purchasing decisions. This is supported by the answers of respondents who are on the Agree distribution. Where in the statement that "The Chocholicious brand is affected" This means that if the brand image of Chocholicious is getting better and more famous, the level of consumer purchasing decisions will be higher as well as for Chocholicious products and vice versa if the lower the brand image, the lower the level of consumer purchasing decisions. The brand image built by Chocholicious has a good brand image, this is because Chocholicious positions itself as a family restaurant, where products and services can reach all age groups. Brand image is a product element that is created as a result of consumers' perceptions or views of the brand of a product that comes from the results of consumer associations and also the consumer's direct experience of the product they consume. So to get a good product brand image in the eyes of consumers, companies are required as much as possible in an effort to introduce, show product quality, and communicate product superiority to consumers so that a good brand image will be firmly entrenched in the minds of consumers.

4. Price has a significant positive influence on consumer purchasing decisions.

Based on the results of testing the hypothesis regarding the effect of price on purchasing decisions, it is known that price has a positive and significant effect on consumer purchasing decisions on Chocholicious. This is supported by the respondents' answers, in which the statement "Consumers assess non-cash transactions provide additional benefits such as discounts/rebates" which is in the Agreed distribution. And this shows that consumers are more comfortable/easier in making non-cash payments. Even with this, it can provide a solution for companies in serving consumers so that queues do not occur.

5. Place has a significant positive influence on consumer purchasing decisions.

Based on the results of testing the hypothesis regarding the effect of place on purchasing decisions which shows that products have a significant effect on consumer purchasing decisions. This is supported by the answers of respondents who are on the Agree distribution. Where one of the statements chosen by consumers is that "Consumers assess the parking area to be able to accommodate a number of vehicles" With a large parking location, it will bring satisfaction to Chocholicious consumers. so that consumers feel comfortable when parking their vehicles. One of the keys to successful business success is that the shop yard has a parking lot, especially for cars. Many of the shops don't understand how important parking spaces are in stores. However, this is often forgotten

or forced not prepared by business owners. So that makes businesses less interested due to the lack of parking space prepared.

5. Conclusion

The results of this study provide several main conclusions as described below: First, the variable from the surrounding reference has a positive influence on the consumer purchasing decision variable, which according to the results of the research that has been done that the product, brand image and service have a relationship with consumer decisions in making purchases at the Chocholicious company. Second, the variable from the stimuli environment has a positive influence on consumer purchasing decisions, where the results of the research that has been done that Price and Place also have a relationship with consumer decisions in making purchases at the Chocholicious company. So it can be said that of all the surrounding reference variables and the stimuli environment, it has a positive and significant influence on the consumer purchasing decision variable.

References

- Akgün, A. E., & Polat, V. (2022). Strategic orientations, marketing capabilities and innovativeness: an adaptive approach. *Journal of Business & Industrial Marketing*, 37(4), 918–931. <https://doi.org/10.1108/JBIM-09-2020-0435>
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Azis, T. M. (2021). Antecedents and Consequences of Brand Image and Customer Satisfaction on Smartphone Purchase Decisions. *Golden Ratio of Mapping Idea and Literature Format*, 1(2), 181–194. <https://doi.org/10.52970/grmilf.v1i2.132>
- Azizah, F. D., & Nur, A. N. (2022). Technology Acceptance Model in Supporting the Tendency to Use Applications and Impulsive Buying on Purchase Decisions. *Golden Ratio of Mapping Idea and Literature Format*, 2(1), 52–64. <https://doi.org/10.52970/grmilf.v2i1.134>
- Buchanan, L., Yeatman, H., Kelly, B., & Kariippanon, K. (2018). Digital Promotion of Energy Drinks to Young Adults Is More Strongly Linked to Consumption Than Other Media. *Journal of Nutrition Education and Behavior*, 50(9), 888–895. <https://doi.org/https://doi.org/10.1016/j.jneb.2018.05.022>
- Gerber, C., Ward, S., & Goedhals-Gerber, L. (2016). the Impact of Perceived Risk on on-Line Purchase Behaviour. *Risk Governance and Control: Financial Markets & Institutions*, 4(4), 13–18. <https://doi.org/10.22495/rgcv4i4c1art4>
- Hernani-Merino, M., Lazo Lazo, J. G., Talavera López, A., Mazzon, J. A., & López-Tafur, G. (2021). An international market segmentation model based on susceptibility to global consumer culture. *Cross Cultural & Strategic Management*, 28(1), 108–128. <https://doi.org/10.1108/CCSM-04-2019-0081>
- Hsu, L.-C. (2019). Investigating the brand evangelism effect of community fans on social networking sites. *Online Information Review*, 43(5), 842–866. <https://doi.org/10.1108/OIR-06-2017-0187>
- Jajere, S. M., Hassan, L., Abdul Aziz, S., Zakaria, Z., Abu, J., Nordin, F., & Faiz, N. M. (2019). Salmonella in native “village” chickens (*Gallus domesticus*): prevalence and risk factors from farms in South-Central Peninsular Malaysia. *Poultry Science*, 98(11), 5961–5970. <https://doi.org/https://doi.org/10.3382/ps/pez392>
- Kaswengi, J., Diallo, M. F., Akrou, H., & Valette-Florence, P. (2020). Choosing high-equity cosmetic brands in bad macroeconomic conditions: evidence from panel data. *International Journal of Retail & Distribution Management*, 48(4), 305–325. <https://doi.org/10.1108/IJRDM-01-2019-0003>
- Kearney, T., Walsh, G., Barnett, W., Gong, T., Schwabe, M., & Ifie, K. (2017). Emotional intelligence in front-line/back-office employee relationships. *Journal of Services Marketing*, 31(2), 185–199. <https://doi.org/10.1108/JSM-09-2016-0339>
- Lee, S., Han, H., Radic, A., & Tariq, B. (2020). Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector. *Journal of Hospitality and Tourism Management*, 45(August), 348–358. <https://doi.org/10.1016/j.jhtm.2020.09.002>
- Liljedal, K. T., & Berg, H. (2020). Consumer responses to pictures of co-creating consumers in marketing communications. *Journal of Consumer Marketing*, 37(7), 775–784. <https://doi.org/10.1108/JCM-12-2019-3544>
- Liu, J., Yang, W., & Cong, L. (2022). The role of value co-creation in linking green purchase behavior and corporate social responsibility – An empirical analysis of the agri-food sector in China. *Journal of Cleaner Production*, 360, 132195. <https://doi.org/https://doi.org/10.1016/j.jclepro.2022.132195>
- Mashur, R., Gunawan, B. I., Ashoer, M., Hidayat, M., Perdana, H., & Putra, K. (2019). Moving From Traditional to Society 5.0: Case study by Online Transportation Business. *Journal Distribution Science*,



- 9, 93–102. <https://doi.org/http://dx.doi.org/10.15722/jds.17.09.201909.93>
- McClure, A. C., Gabrielli, J., Cukier, S., Jackson, K. M., Brennan, Z. L. B., & Tanski, S. E. (2020). Internet Alcohol Marketing Recall and Drinking in Underage Adolescents. *Academic Pediatrics*, 20(1), 128–135. <https://doi.org/https://doi.org/10.1016/j.acap.2019.08.003>
- Nguyen, T. D., Chou, S. Y., Blankson, C., & Wilson, P. (2019). The invisible identity in a visible world: how religiosity mediates consumer culture and the marketplace. *Journal of Product and Brand Management*, 29(1), 15–30. <https://doi.org/10.1108/JPBM-10-2018-2066>
- Osakwe, C. N., Ruiz, B., Amegbe, H., Chinje, N. B., Cheah, J.-H., & Ramayah, T. (2020). A multi-country study of bank reputation among customers in Africa: Key antecedents and consequences. *Journal of Retailing and Consumer Services*, 56, 102182. <https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102182>
- Oyerogba, E. O. (2021). Forensic auditing mechanism and fraud detection: the case of Nigerian public sector. *Journal of Accounting in Emerging Economies*, 11(5), 752–775. <https://doi.org/10.1108/JAEE-04-2020-0072>
- Puspa, N. (2017). Pengaruh Harga Dan Lokasi Terhadap Keputusan Pembelian (Studi Kasus Pada Perumahan Ciujung River Park Serang, Banten). *Jurnal Ilmiah Manajemen Bisnis*, 3(02), 1–11.
- Rahnama, H., & Rajabpour, S. (2017). Identifying effective factors on consumers' choice behavior toward green products: the case of Tehran, the capital of Iran. *Environmental Science and Pollution Research*, 24(1), 911–925. <https://doi.org/10.1007/s11356-016-7791-x>
- Rezaei, S., Amin, M., & Abolghasemi, M. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International*, 5(3), 258–274. <https://doi.org/10.1108/NBRI-01-2014-0005>
- Saqib, L., Farooq, M. A., & Zafar, A. M. (2016). Customer perception regarding Shari'ah compliance of Islamic banking sector of Pakistan. *Journal of Islamic Accounting and Business Research*, 7(4), 282–303. <https://doi.org/10.1108/JIABR-08-2013-0031>
- Strübel, J., & Sklar, M. (2022). Fred Perry: Polos for All. In C. T. Conner (Ed.), *Subcultures* (Vol. 54, pp. 73–90). Emerald Publishing Limited. <https://doi.org/10.1108/S0163-239620220000054005>
- Sucupane, D., Roux, C., & Sobol, K. (2021). Exploring how product descriptors and packaging colors impact consumers' perceptions of plant-based meat alternative products. *Appetite*, 167, 105590. <https://doi.org/https://doi.org/10.1016/j.appet.2021.105590>
- Sugiarto, S., & Octaviana, V. (2021). Service Quality (SERVQUAL) Dimensions on Customer Satisfaction: Empirical Evidence from Bank Study. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(2), 93–106. <https://doi.org/10.52970/grmapb.v1i2.103>
- Syamsudin, N., Eliyana, A., Nurdin, N., Sudrajat, A., Giyanto, B., Emur, A. P., & Zahar, M. (2022). Are job satisfaction and role breadth self-efficacy the links to proactive work behavior? *Heliyon*, 8(1), e08710. <https://doi.org/https://doi.org/10.1016/j.heliyon.2021.e08710>
- Tiganis, A., Grigoroudis, E., & Chrysochou, P. (2023). Customer satisfaction in short food supply chains: A multiple criteria decision analysis approach. *Food Quality and Preference*, 104, 104750. <https://doi.org/https://doi.org/10.1016/j.foodqual.2022.104750>
- Ul Islam, J., Rahman, Z., & Hollebeek, L. D. (2017). Personality factors as predictors of online consumer engagement: an empirical investigation. *Marketing Intelligence & Planning*, 35(4), 510–528. <https://doi.org/10.1108/MIP-10-2016-0193>
- Wang, D., Luo, X. (Robert), Hua, Y., & Benitez, J. (2023). Customers' help-seeking propensity and decisions in brands' self-built live streaming E-Commerce: A mixed-methods and fsQCA investigation from a dual-process perspective. *Journal of Business Research*, 156, 113540. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.113540>
- Yoon C. Cho, E. S. (2015). Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment. *International Journal of Management & Information Systems*, 19(1), 21–56. <https://doi.org/10.19030/ijmis.v19i1.9086>