

EFFECT OF MENU VARIETY, PRODUCT QUALITY, SOCIAL MEDIA INFLUENCERS, AND SERVICE QUALITY ON PURCHASE DECISIONS

Lailatul Fitria¹⁾, Apriyanti²⁾, Dian Citaningtyas Ari Kadi³⁾
^{1,2,3} Faculty of Economics and Business, Universitas PGRI Madiun
email: lailatul.fitria272727@gmail.com
email: kelip.apriyanti@unipma.ac.id
email: dian.citaningtyas@unipma.ac.id

Abstract

Increasing competition in the culinary business encourages small and medium-sized enterprises (SMEs) to pay attention to factors that influence consumer purchase decisions. This study aims to examine the effects of menu variety, product quality, social media influencers, and service quality on consumer purchase decisions at Pancong Pantura SME in Madiun City. This study employed a quantitative approach with a causal research design. The sample consisted of 385 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination (R^2) with the assistance of IBM SPSS. The results showed that menu variety, product quality, social media influencers, and service quality partially had a positive and significant effect on consumer purchase decisions. Simultaneously, the four variables also had a positive and significant effect on purchase decisions. The Adjusted R Square value of 0.656 indicates that 65.6% of purchase decisions can be explained by the four variables, while the remaining 34.4% is influenced by other factors. SMEs are advised to maintain and improve these four aspects to encourage consumer purchase decisions.

Keywords: Menu Variety, Product Quality, Social Media Influencers, Service Quality, Purchase Decision.

A. INTRODUCTION

The culinary industry in Indonesia has experienced rapid growth along with changes in consumer lifestyles, the development of digital technology, and changing consumer behavior. Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector, contribute significantly to the national economy. However, the increasingly competitive culinary business requires business actors to develop innovative marketing strategies to attract consumers and maintain competitiveness. In Madiun, the development of culinary businesses is supported by

the diversity of local food products and the growth of modern culinary trends. One traditional food product that has undergone modernization is kue pancong. Pancong Pantura is one of the culinary MSMEs in Madiun that attempts to modernize traditional pancong by offering various contemporary toppings and utilizing digital media to attract consumers.

The development of modern culinary trends has increased competition among pancong businesses in Madiun. Pancong Pantura offers various menu options, including chocolate, cheese, matcha, red velvet, vanilla, choco crunch, and tiramisu. The variety of menus is intended to meet different consumer preferences, particularly among younger consumers. In addition to menu variation, product quality is also an important consideration because consumers evaluate taste, texture, freshness, presentation, and product innovation before making a purchase. Pancong Pantura is described as having a soft texture, balanced taste, attractive toppings, and contemporary flavor variations. Previous research has shown that product quality can positively and significantly influence purchasing decisions.

Another factor that may influence purchasing decisions is the use of social media influencers. Consumers increasingly search for culinary recommendations through platforms such as Instagram and TikTok before deciding to purchase. Food influencers can introduce products through reviews, recommendations, and attractive visual content, thereby increasing product exposure and consumer interest. Pancong Pantura has received reviews from several local culinary influencers, including accounts with substantial numbers of followers. Such promotional activities can increase consumer awareness, curiosity, and confidence in the product. Previous research has reported that social media influencers can have a positive and significant effect on purchasing decisions, although other studies have found insignificant effects. This difference indicates that the relationship between social media influencers and purchasing decisions remains relevant for further examination.

Service quality is also an important factor in the consumer purchasing process. In culinary businesses, consumers consider service speed, employee responsiveness, operational accuracy, queue management, product availability, and overall convenience. Reviews of Pancong Pantura indicate generally positive consumer responses, although some improvements are still needed, particularly in online ordering services and product consistency. Good service can create a

positive consumer experience, increase trust and satisfaction, and encourage consumers to make purchases or repurchase. Previous studies have shown that service quality can significantly influence purchasing decisions, although inconsistent findings have also been reported.

Purchasing decisions refer to the process through which consumers select and purchase a product after considering their needs, desires, available alternatives, and relevant information. In the culinary context, purchasing decisions may be influenced by product characteristics, menu choices, social media information, influencer recommendations, and consumer experiences. The consumer decision-making process generally involves problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior. Therefore, menu variation, product quality, social media influencers, and service quality are theoretically relevant factors in explaining consumer purchasing decisions.

Based on the observed phenomena and previous studies, this study aims to examine the influence of menu variation, product quality, social media influencers, and service quality on consumer purchasing decisions at Pancong Pantura in Madiun. Specifically, this study examines the partial effects of each independent variable and their simultaneous effect on purchasing decisions. The study is expected to provide empirical evidence regarding the factors that contribute to consumer purchasing decisions in culinary MSMEs.

Theoretically, this study is expected to contribute additional knowledge and serve as a reference in marketing management, particularly regarding menu variation, product quality, social media influencers, service quality, and purchasing decisions. Practically, the findings are expected to provide input for Pancong Pantura in evaluating and improving its marketing and service strategies, while also providing useful references for future researchers.

Theory and Hypothesis Study

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) developed by Ajzen explains that behavioral intentions are influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. The theory suggests that stronger behavioral intentions increase the likelihood that an individual will perform the behavior. In consumer behavior, TPB is relevant

for explaining purchasing decisions because consumers consider personal attitudes, social influences, information, and perceived ability before performing a purchasing behavior.

In the context of Pancong Pantura, menu variation, product quality, social media influencer recommendations, and service quality can provide information and experiences that shape consumers' attitudes and intentions toward purchasing. Previous research cited in the study indicates that product quality, influencer reviews, and service quality can strengthen consumer confidence in making purchasing decisions. Thus, TPB provides a theoretical basis for explaining the relationship between the independent variables and consumer purchasing decisions (Kharisma & Putri, 2020).

Menu Variation

Menu variation refers to the diversity of food or product choices offered by a business to fulfill different consumer preferences, needs, and desires (Firdaus, 2024). Providing various menu choices can increase consumer interest, reduce boredom, encourage consumers to try products, and strengthen business competitiveness. Pancong Pantura applies this strategy by offering various contemporary toppings and flavors. Previous research by Wantoro et al., (2025) found that menu variation had a positive and significant effect on purchasing decisions, although Firdaus (2024) reported an insignificant effect. These inconsistent findings provide a basis for further examination in the context of Pancong Pantura.

H1: Menu variation has a positive and significant effect on consumer purchasing decisions at Pancong Pantura in Madiun.

Product Quality

Product quality refers to the ability of a product to fulfill consumer needs and expectations. In culinary businesses, product quality can be reflected in freshness, taste, texture, presentation, consistency, and food innovation (Pasifa & Soeprajitno, 2025). Consumers who perceive a product as having good quality are more likely to develop confidence and choose the product. Previous research has demonstrated that product quality can significantly influence purchasing decisions, although some studies have reported different findings (Anjursari et al., 2023). Therefore, product quality is expected to influence consumer purchasing decisions at Pancong Pantura.

H2: Product quality has a positive and significant effect on consumer purchasing decisions at Pancong Pantura in Madiun.

Social Media Influencer

Social media influencers are individuals who can influence consumer opinions, attitudes, and behavior through content distributed on social media platforms. In the culinary sector, influencers can introduce products through reviews, recommendations, food demonstrations, and personal experiences. The content produced by influencers can increase product exposure and consumer curiosity, particularly among consumers who actively use Instagram and TikTok (Ulia et al., 2025). Previous studies have found that social media influencers can positively influence purchasing decisions, although contradictory findings have also been reported (Anggraini & Ahmadi, 2024).

H3: Social media influencers have a positive and significant effect on consumer purchasing decisions at Pancong Pantura in Madiun.

Service Quality

Service quality is the ability of a business to provide services that meet consumer needs, expectations, and satisfaction. In culinary businesses, service quality can be reflected in employee friendliness, speed and accuracy of service, responsiveness, information delivery, cleanliness, and the ability to respond to consumer needs and complaints. Good service can create positive experiences, increase consumer satisfaction, and encourage purchasing and repurchasing behavior (Siantry et al., 2024). Previous studies cited in this research indicate that service quality can influence purchasing decisions.

H4: Service quality has a positive and significant effect on consumer purchasing decisions at Pancong Pantura in Madiun.

Purchasing Decision

Purchasing decisions represent the process through which consumers determine whether to purchase a product after considering various alternatives and information. In culinary businesses, purchasing decisions can be influenced by menu choices, product quality, social media information, influencer recommendations, and service experiences. Therefore, these factors may work individually as well as collectively in influencing consumers final purchasing

decisions (Cesariana et al., 2022). Based on the theoretical framework and previous research, menu variation, product quality, social media influencers, and service quality are expected to jointly influence consumer purchasing decisions at Pancong Pantura.

H5: Menu variation, product quality, social media influencers, and service quality simultaneously have a significant effect on consumer purchasing decisions at Pancong Pantura in Madiun.

B. METHOD

This study used a quantitative approach with a survey method. The population consisted of consumers in Madiun who had purchased Pancong Pantura products. The sample was selected using purposive sampling based on the criteria that respondents had purchased Pancong Pantura products. Data were collected through a questionnaire using a Likert scale and analyzed using SPSS. The analysis included validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2).

C. RESULTS AND DISCUSSIONS

Classical Assumption Test

Validity Test

Table 1. Validity Test Results

Variable Item	Calculated r-value (r-count)	Critical r-value (r-table)	Description
r-count > r-table			
X1_1	0,417	0,100	VALID
X1_2	0,541	0,100	VALID
X1_3	0,231	0,100	VALID
X1_4	0,495	0,100	VALID
X1_5	0,427	0,100	VALID
X1_6	0,479	0,100	VALID
X1_7	0,406	0,100	VALID
X1_8	0,485	0,100	VALID
X1_9	0,448	0,100	VALID
X1_10	0,534	0,100	VALID
X2_1	0,367	0,100	VALID

Variable Item	Calculated r- value (r-count)	Critical r- value (r-table)	Description
r-count > r-table			
X2_2	0,572	0,100	VALID
X2_3	0,414	0,100	VALID
X2_4	0,430	0,100	VALID
X2_5	0,436	0,100	VALID
X2_6	0,495	0,100	VALID
X2_7	0,422	0,100	VALID
X2_8	0,531	0,100	VALID
X3_1	0,462	0,100	VALID
X3_2	0,464	0,100	VALID
X3_3	0,455	0,100	VALID
X3_4	0,386	0,100	VALID
X3_5	0,467	0,100	VALID
X3_6	0,389	0,100	VALID
X3_7	0,397	0,100	VALID
X3_8	0,469	0,100	VALID
X3_9	0,394	0,100	VALID
X3_10	0,502	0,100	VALID
X4_1	0,431	0,100	VALID
X4_2	0,530	0,100	VALID
X4_3	0,454	0,100	VALID
X4_4	0,464	0,100	VALID
X4_5	0,385	0,100	VALID
X4_6	0,479	0,100	VALID
X4_7	0,460	0,100	VALID
X4_8	0,486	0,100	VALID
X4_9	0,444	0,100	VALID
X4_10	0,485	0,100	VALID
Y1_1	0,607	0,100	VALID
Y1_2	0,608	0,100	VALID
Y1_3	0,629	0,100	VALID
Y1_4	0,522	0,100	VALID
Y1_5	0,477	0,100	VALID
Y1_6	0,564	0,100	VALID
Y1_7	0,608	0,100	VALID
Y1_8	0,606	0,100	VALID

Variable Item	Calculated r-value (r-count)	Critical r-value (r-table)	Description
r-count > r-table			
Y1_9	0.579	0,100	VALID
Y1_10	0,618	0,100	VALID

Source: SPSS Output (Processed)

The validity test results show that all statement items have an r-count greater than the r-table value of 0.100. Therefore, all statement items for Menu Variation, Product Quality, Social Media Influencer, Service Quality, and Purchasing Decisions are declared valid and suitable for use as research instruments.

Reliability Test

Table 2. Reliability Test Results

Variable Item	Calculated Alpha Value	Cronbach Alpha	Description
Variasi Menu (X1)	0,757	0,70	Reliabel
Kualitas Produk (X2)	0,759	0,70	Reliabel
Media Sosial <i>Influencer</i> (X3)	0,747	0,70	Reliabel
Kualitas Pelayanan (Z)	0,778	0,70	Reliabel
Keputusan Pembelian (Y)	0,782	0,70	Reliabel

Source: SPSS Output (Processed)

Based on the reliability test results, all variables obtained Cronbach's Alpha values above 0.70. This indicates that all statement items have good internal consistency. Therefore, the research instruments are reliable and suitable for further analysis.

Hypothesis Testing

T-Test

Table 3. t-Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1 (Constant)	-8.135	1.551		-5.245	.000
Variasi Menu (X ₁)	.217	.063	.150	3.457	.001
Kualitas Produk (X ₂)	.184	.074	.114	2.471	.014
Media Sosial <i>Influencer</i> (X ₃)	.336	.068	.240	4.938	.000
Kualitas Pelayanan (X ₄)	.538	.065	.411	8.233	.000

Source: SPSS Output (Processed)

Menu Variation (X1) obtained a t-value of $3.457 > t\text{-table value of } 1.966$, with a significance value of $0.001 < 0.05$. This indicates that Menu Variation has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_1 is accepted. This finding indicates that providing various menu choices can increase consumers' interest and encourage them to purchase Pancong Pantura products. This result is supported by Wantoro et al. (2025), who found that menu variation has a positive and significant effect on purchasing decisions. This indicates that diverse menu choices can provide consumers with alternatives according to their preferences and increase their interest in making a purchase.

Product Quality (X2) obtained a t-value of $2.471 > t\text{-table value of } 1.966$, with a significance value of $0.014 < 0.05$. This indicates that Product Quality has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_2 is accepted. This finding indicates that better product quality can increase consumer confidence and encourage purchasing decisions. This result is supported by Dartia & Suarmanayasa, (2022), who found that product quality has a significant effect on purchasing decisions. Furthermore, Syafrinaldy & Akbarina (2024) found that product quality and influencer marketing influence purchasing decisions for Somethinc serum products.

Social Media Influencer (X3) obtained a t-value of $4.938 > t\text{-table value of } 1.966$, with a significance value of $0.000 < 0.05$. This indicates that Social Media Influencer has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_3 is accepted. This finding indicates that information and recommendations delivered through social media influencers can increase consumer interest in Pancong Pantura products. This result is supported by Anggraini and Ahmadi (2024), who found that social media influencers have a positive and significant effect on consumer purchasing decisions. Similarly, Arhofa & Andarini, (2023) found that influencer marketing has a partial effect on purchasing decisions, while Darmawan & Setiawan (2024) found that influencer marketing is one of the predictors of consumer purchasing decisions.

Service Quality (X4) obtained a t-value of $8.233 > t\text{-table value of } 1.966$, with a significance value of $0.000 < 0.05$. This indicates that Service Quality has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_4 is accepted. Among

the four independent variables, Service Quality has the largest regression coefficient (0.538) and t-value (8.233). This result is supported by Cesariana et al. (2022), who found that service quality influences consumer purchasing decisions. Abadi et al., (2025) also found that service quality significantly influences purchasing decisions, while Ramadhani & Sulistyowati, (2024) found that service quality influences purchasing decisions.

Statistical F-Test

Table 4. F-Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5570.037	4	1392.509	184.388	.000 ^b
	Residual	2869.782	380	7.552		
	Total	8439.818	384			

Source: SPSS Output (Processed)

Menu Variation (X1), Product Quality (X2), Social Media Influencer (X3), and Service Quality (X4) simultaneously have a positive and significant effect on Purchasing Decisions (Y). This is indicated by the F-value of 184.388 > F-table value of 2.629, with a significance value of 0.000 < 0.05. Therefore, H₀ is rejected and H_a is accepted. These results indicate that purchasing decisions are influenced by the combination of menu variation, product quality, social media influencer, and service quality.

Coefficient of Determination (R²)

Table 5. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.660	.656	2.748

a. Predictors: (Constant), Kualitas Pelayanan (X₄), Variasi Menu (X₁), Kualitas Produk (X₂), Media Sosial *Influencer* (X₃)
b. Dependent Variable: Keputusan Pembelian (Y)

Source: SPSS Output (Processed)

Based on the results presented in Table 4.18, the R Square value is 0.660, while the Adjusted R Square value is 0.656 or 65.6%. This indicates that Purchasing Decisions (Y) can be explained by the variables Menu Variation, Product Quality, Social Media Influencer, and Service Quality, while the remaining 34.4% is explained by other variables that are not included in the research model.

D. CONCLUSIONS

Based on the results of the data analysis and discussion, it can be concluded that Menu Variation, Product Quality, Social Media Influencer, and Service Quality each have a positive and significant influence on consumer Purchasing Decisions at UMKM Pancong Pantura Madiun. Menu variation provides consumers with diverse choices according to their preferences, while good product quality increases consumer confidence and encourages them to choose the products offered. Social media influencers also play an important role by providing information, recommendations, and promotional content that can attract consumer interest and encourage purchasing decisions. Furthermore, good service quality creates a comfortable and positive purchasing experience, thereby strengthening consumers' willingness to make purchasing decisions. Overall, these four factors play an important role in influencing consumer Purchasing Decisions at UMKM Pancong Pantura Madiun. However, this study is limited to consumers of UMKM Pancong Pantura in Madiun and only examines Menu Variation, Product Quality, Social Media Influencer, and Service Quality, so the findings may not be fully generalizable to other culinary MSMEs, regions, or consumer groups. Future research is therefore recommended to involve broader and more diverse samples and consider other variables, such as price, brand image, promotion, customer satisfaction, and consumer experience, to provide a more comprehensive understanding of the factors influencing consumer Purchasing Decisions in the culinary MSME sector.

E. SUGGESTIONS

For UMKM Pancong Pantura Madiun, future improvements should focus on developing more diverse menu choices, following culinary trends, optimizing social media marketing through credible influencers with relevant audiences, and continuously improving service quality. For future researchers, it is recommended to examine the same variables with different research objects or locations, as well as add other variables such as price, location, promotion, brand image, customer experience, and customer satisfaction to provide broader findings regarding consumer purchasing decisions.

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