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RESEARCH ARTICLE

THE INTEREST OF PURCHASE DECISION TOWARD CHICKEN CHICK'S RESTAURANT BALI.

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Manuscript Info	Abstract
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The objective of this research is to analyze The Impact of Purchase Decision Interest toward Chicken Chick's Restaurant Bali.Base on the purpose of the study , hypotheses of this study are: 1)   Restaurant Atmosphere influence on Decision Making ; 2) Brand Image influences on Decision Making ; 3) Service Quality influence on   Decision Making; 4) Word of Mouth influence on Decision Making.

The study design used is a combination of verificative research and descriptive research , while research methods used is survey approach.Implementation of the survey in August 2018. The study sample is 205 respondent of Chiken Chick's Restaurant Bali. Sampling technique is done by incidental sampling. The method analysis uses descriptive statistic average, and SPSS method by using multiple regression.

The study result based on the descriptive analysis toward the variable used is positive and same are negative . The SPSS results analysis toward the hypotheses test based on the emphirical of 4 hypotheses proven are restaurant atmosphere is proven to be significantly influence on the decision making ,   brand image is proven to be significantly influence on the decision making ,   service quality is proven to be significantly influence on the decision making , and word of mouth is proven to be significantly influence on the decision making ,

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Introduction:-

Bali is the world's best tourism object with many fascinating tourism spots, especially Balinese traditional food which has extremely delicious taste that becomes one of the most visited culinary spots enjoyed by most of local tourists and some foreign tourists. Every day, over 200 visitors come and eat in Chicken Chick's restaurant. In a week, there are about more than 1000 visitors. It is a high turnover.

In the interview, some customers said that they decided to eat in the Chicken Chick's restaurant because the taste is special, delicious and the chicken is savory. This restaurant has its own name and identity with Bali ambience and the service is good and friendly. The management is still traditional, the environments is not too clean, the waiters' look is not well-supproted and some dining chairs are still not proper (pre-research).

The complex picture of a company will stay in customers' mind and it is a brand that stays in their mind (Chattananonand Lawley, 2004). The atmosphere of the restaurant is still far beyond the expectation of the

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customers and it will be the brand image of this restaurant and also its service quality that becomes the topic of customers' words of mouth will influence the purchase decision. To acknowledge the factors that become the interest of purchase decision toward Chicken Chick's restaurant, the concept of the research is stated that is the impact of restaurants atmosphere, brand image, service quality and words of mouth toward purchase decision .

Identification and Study Framework
1. Is there any influence on the restaurantatmosphere to decision making of the Restaurant's Chiken Chick's in Bali
2. Is there any influence on brand image to decision making of the Restaurant's Chiken Chick's in Bali
3. Is there any influence on the service quality to decision making of the Restaurant's Chiken Chick's in Bali
4. Is there any influence on the word of mouth to decision making of the Restaurant's Chiken Chick's in Bali

Literature:
Decision Making
Decision making is that becomes the consumer behaviors occured as a response toward object shown for purchase decision.

Measuring decision making uses four dimensions , which are taste various kinds of staple dishes, a variety of additional dishes and processing method (Lion and Leslie, 2008)) .

Restaurant Atmoshpere
According to Harington *et.al*. (2011), restaurant atmosphere is restaurant ambience that is the combinantion of physical look such as restaurant location, color, architecture, temperature, display that become a complete image in consumers' mind.

Measuring restorant atmosphere uses four dimensions wich are exterior restaurant , interior restaurant , yaituekterior dan interior restoruran, lay out restouran, and environment restorant(Liberman,2002) .

Brand Image
Chattanannonand Lawley, 2004) stated that brand image is a complex image of a company from a brand in consumers' mind. Brand image is a consumer or customer's perception toward a company that is shown in customers' mind. For a restaurant, it is important if a brand image can be formed in customers' mind based on their experiences in consuming the restaurant service.

Brand image dimensions are restaurant identity , reputation, lecel of service, and contact person (Chattanannon dan Lawley, 2004)

Service Quality
In the competition that is getting tighter, customers tend to urge for the better service quality. This condition urges the company to improve their service quality. Berry, Parasuraman and Zeithaml (1988); Rong (2008) presented service quality is the right strategy tool in competition. Parasuraman *et al.* (1988) stated that service quality is a multi dimensional concept with five key dimensions namely, reliability, responsiveness, assurance, empathy, and tangibles.

Word of Mouth (WOM)
WOM (Word of Mouth); Lovelock (2010), is a consumer action in giving information to other consumers from someone to other people (interpersonal) non commercially either brand, product or service in form of utterance or statement by word of mouth which can be an effective promotion method since it is generally apprised by the consumer, to consumer and for consumer so that the satisfied consumer or customer can be the advertising media for the company (Arndt, 1967a). WOM dimension is Recommendation (Arndt, 1967a), Personal Service (Godes&Mayzlin, 2004), communicate to other people (Boston, *et al.*, 1991)

Hypotheses
The influence on Restorant Atmosphere to Decision Making
H1 : There is a positive influence on atmosphere to decision making

The influence on Brand Image to Decision Making
H2 :there a positive influence on brand image to decision making

The influence on Service Quality to Decision Making
H3 : There is a positive service quality to decision making

The influence on Word of Mouth to Decision Making
H4 : there a positive influence on word of mouth to decision making

Study Concept
In accorandce with the study context, study conceptual model then being made that are influence of Restaurant Atmoshpere , Brand Image   , Service Quality , and Word of Mouth toward Decision Making and the analysis tool used is SPSS version 22 with the research object the customers of   Chicken Chik's Restaurant **Figure 1**
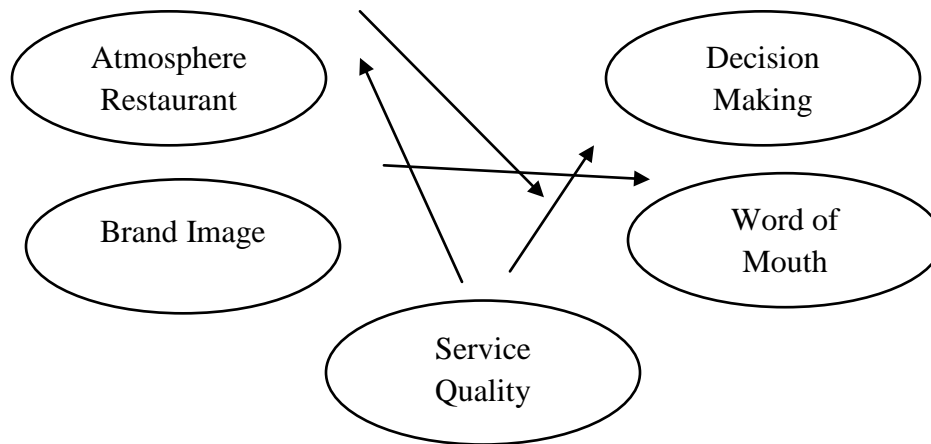
Study Metodology:
The design of the study is verivicative and descriptive study through quantitative methods and qualitative methods (interview) with a survey approach. The samples used are 205 respondens, who are customers of   Chicken Chick's Restaurant in Den Pasar Bali , Indonesia. Sampling technique with the incidental sampling (sugiono,2016) . The analysis tool that is used to described the study variables that use descriptive statistics is average and presentagestatistics , and for influence analysis between variables uses SPSS version 22 analysis with the help of multiple regression.

Study Result :
Descriptive Analysis
The average result descripbes that respondents consider the restaurant atmoshpere ,   , service quality , decision making are still problematic while the respondent evaluation on brand image , and word of mouth variable is good.

Inter-Variables Influence Analysis
Equation test results
Computer output result toward hypotheses test on the influence of atmosphere restaurant, brand image, service quality , and word of mouth toward decision makingcan be seen in**Tabel 1**

Tab1e:-Multiple Linier Regression Test Results Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.717	2.111		4.533	.000
	Restaurant Atmosphere	.419	.087	.361	3.331	.005
	Brand Image	.154	.212	.413	2.667	.000
	Service Quality	.170	.070	.271	4.568	.006
	Word of Mouth	.321	.050	.361	5.255	.000

Dependent Variable:
Decision Making

1. The impact between restaurant atmosphere (X1), brand image (X2), service quality(X3), and words of mouth (X4) toward purchase decision (Y) is shown in the double linear regression equation Y = 4.717 + 0,419X1 + 0,154X2 + 0.170X3 + 321 X4 + e.
2. Constant value about 14,417 shows that variable value of Purchase Decision (Y) without being influenced by independent variable
3. Restaurant atmosphere (X1) with regression coefficient about 0,419 which means Restaurant atmosphere (X1) positively influences the Purchase Decision (Y).
4. This means every increase in Restaurant Atmosphere variable (X1)1 point, there will be an increase in Purchase Decision coefficient (Y) about 0,419.
5. On the other hand, if there is a decrease in Restaurant Atmosphere (X1) of 1 point, there will be a decrease in Purchase Decision (Y).
6. Brand Image (X2) regression coefficient is 0,154.
7. It means Brand Image (X2) positively influences Purchase Decision(Y).
8. This means every increase in Brand Image variable (X2) about 1 point, an increase in coefficient Purchase decision (Y) for about 0,154.
9. On the other hand, if there is a decrease in Restaurant Atmosphere about 1 point, there will be a decrease in Purchase Decision.
10. Service Quality (X3) the regression coefficient is 0,170.
11. This means Service Quality (X3) positively influences Purchase Decision (Y).
12. It means that every increase of the Service Quality variable (X3) of about 1 point will be followed by the increase in the coefficient Purchase Decision (Y) of about 0,170.
13. On the other hand, if there is a decrease in Service Quality (X3) about 1 point, there will be a decrease in Purchase Decision. .
14. Words of Mouth (X4) the regression coefficient is 0,321.
15. This means Words of Mouth (X4) positively influences Purchase Decision (Y).
16. It means that every increase of the Words of Mouth variable (X4) of about 1 point will be followed by the increase in the coefficient Purchase Decision (Y) of about 0,321.
17. On the other hand, if there is a decrease in Words of Mouth (X4) about 1 point, there will be a decrease in Purchase Decision. .
18. T- table with 205 respondents, 5 variables by searching for df = n-k-1, then it is achieved df = 200 with α = 0,05 with value of 1,6522. Based on **Table 1,** it can be known that:
19. Restaurant Atmosphere t-count value 3.331 > t-table 1.6522, the significant value is about 0.005 < 0,05. This means that restaurant atmosphere positively significant toward purchase decision.
20. Brand image t-count value 2.667 > t-table 1.6522, the significant value is 0.000 < 0,05 . This means brand image influences positively and significant toward purchase decision.
21. Service quality t-count value 4.568 > t-table 1.6522, the significant value is 0.006 < 0,05. This means that service quality influences positively and significant to purchase decision.
22. Words of mouth t-count value 5.5525 > t-table 1.6522, the significant value is 0.000 < 0,05 . This means that the words of mouth atmosphere is positive and significant to purchase decision.

Research Result

Descriptie research result shows respondents' evaluation is negative toward the items 0f research variables and needs to be coreected , namely are :

1. Decision making such as a variety of additional dishes and processing method
2. Restaurant atmosphere such as , lay out restouran, and environment   restorant
3. Sevicequality such as empathy

Conclusion:-

The conclution of this study is hypotheses test based on the emphirical data is proven to be positive and significant. There are four that are proven which are restaurant atmosphere influence the decision making ,   brand image influence the decision making , service quality influence the decision making , and word of mouth influence the decision making .

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