THE INFLUENCE OF TASTE AND PERCEPTION OF QUALITY ON PURCHASING DECISIONS THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE (CASE STUDY OF MIMI RESTAURANT CUSTOMERS, TEBING TINGGI CITY)

Rumiris Siahaan[1], Rizki Wulanita[2], Rahmawati Purba[3]
Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi[1,2,3]
Corresponding E-mail: rakhma.purba@gmail.com

Abstract
This research aims to find out how taste and perceived quality influence purchasing decisions through purchase intention as an intervening variable (case study of customers at Mimi Restaurant, Tebing Tinggi City). The population in this research is Mimi Restaurant customers, with an average of 1520 customers per month. In determining the sample size, the Slovin formula was used, namely 75 respondents. The regression analysis method used is multiple linear regression and to test the hypothesis the t test and path analysis test are used. The research data were analyzed or processed using the SPSS version 25 program. From the results of this research it can be concluded that taste influences the purchase interest variable, perceived quality influences the purchase interest variable, taste influences the purchase decision variable, quality perception influences the purchase decision variable. purchase decision, purchase interest has no effect on the purchase decision variable, purchase interest cannot mediate between the taste variable on the purchase decision, purchase interest cannot mediate between the quality perception variable on the purchase decision.

Keywords: Taste, Perception of Quality, Purchase Decision, Purchase Intention

Introduction

Basic human needs are elements needed by humans to maintain balance both physiologically and psychologically with the aim of maintaining life. Every living creature definitely needs necessities, whether it is food and drink. Basically, food is a basic need that humans need. If we talk about basic human needs, nowadays many business people are opening restaurants as a human need that serves various types of ready-to-eat food. It cannot be denied that many people do not have the time to make their own food at home, and prefer fast food. Based on the people's habit of preferring to buy fast food, this will actually benefit food businesses, one of which is the culinary or restaurant business. This business is a business that is of great interest to a number of people, because seen from the way people don't have free time to prepare their own food for the family, now people are using the practical route of buying fast food.

Apart from that, the restaurant business has now become a trend that is in demand among entrepreneurs, even though it requires hard work, many entrepreneurs are currently successful in the food sector, even though it can be said that there are many competitors out there. MIMI Restaurant is one of the restaurants in the city of Tebing Tinggi which serves typical Padang City cuisine. MIMI Restaurant has been established since 2004. MIMI Restaurant serves various types of food such as chicken, fish, shrimp, squid and so on. Setting up a restaurant business also requires important knowledge to market food to customers. According to (Kotler & Armstrong, 2018) states that marketing is a process in which companies involve customers, build strong customer relationships, and create customer value to get value from customers in return.

According to (Syarif, 2019) perceived quality reflects customers' feelings that are not completely visible about a brand, but perceived quality is based on the dimensions included in the characteristics of the product. Perceptions of quality for restaurants can usually be seen from the arrangement of the food, the cleanliness of the food, the color of the food and the shape of the food. When the food is arranged neatly, cleanly, has a good color and a good shape then customers will think that the food is delicious and will buy it. On the other hand, if the composition, cleanliness, color or shape of the food is not good then consumers will not buy that food.

The Influence of Taste and Perception of Quality on Purchasing Decisions through Purchase Intention as an Intervening Variable (Case Study of Mimi Restaurant Customers, Tebing Tinggi City)

Rumiris Siahaan, Rahmawati Purba, Rizki Wulanita.

Theory Review

1. **Marketing Management**
   a. Understanding Marketing Management

   Marketing management is an activity planned and carried out by the company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products, selecting the company's desired market share, and promoting new products to potential buyers. According to (Assauri, 2018), marketing management is an activity of creating, preparing, implementing plans carried out by a company to generate profits.

   According to (Hery, 2019) marketing management is defined as an art and science in selecting target markets and obtaining, maintaining and communicating superior customer value. According to (Kotler & Keller, 2018), marketing management is a target market to attract, retain and increase customers by creating and providing good sales quality.

2. **Buying decision**
   b. Understanding Purchasing Decisions

   According to (Kotler & Keller, 2018) a customer's purchasing decision is a decision to buy the most preferred brand, but two factors can arise between purchasing intention and purchasing decision. Meanwhile, according to (Firmansyah, 2019) purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision making process. According to (Tanady & Fuad, 2020) customer purchasing decisions are influenced by how the purchasing decision making process is carried out.

   According to (Yusuf, 2021) purchasing decisions are thoughts in which individuals evaluate various options and make a choice on a product from many choices. It can be concluded that purchasing decisions are one of the stages of customer behavior that underlies customers to make purchasing decisions before post-purchase behavior and how individuals, groups and organizations choose, buy, use and how goods or services satisfy their needs and desires. Purchasing decisions in this research are measured by indicators: decisions about product choice, decisions about brand choice, decisions about purchase time, and decisions about payment methods (Muharam & Soliha, 2017).

3. **Taste**

   According to (Kusumaningrum, 2019) the definition of taste is a customer's assessment of a food or drink product, in which there is a sensation of stimulation and stimulus that can come from external or internal and then be felt by the mouth. Meanwhile, according to (Melda, 2020) taste is one way to choose food and drinks which is differentiated by the taste of the food or drink and can be differentiated from shape/appearance, smell, taste, texture and temperature.

4. **Perceived Quality**

   According to (Tjiptono, 2018) states that perceived quality is a customer's assessment of the overall superiority of a product or service in terms of its function relative to other products. Meanwhile, according to (Syarif, 2019) perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to what the customer expects. Perception is the process carried out by individuals to select, organize and interpret stimuli into meaningful and reasonable images about the world (Schiffman & Kanuk, 2018). The process of forming perception begins with receiving sensations, absolute thresholds and differential thresholds. Sensation is an immediate and direct response from the five senses to simple stimuli. The absolute threshold is the lowest level at which a person can experience the sensation. Differential threshold is a small difference that can be detected by two very similar stimuli (Schiffman & Kanuk, 2018).

5. **Purchase Interest**

One form of customer behavior is interest or desire to buy a product or service. The form of customer interest in buying is potential customers, namely customers who have not yet made a purchase at the present time and can be called potential buyers. According to (Oentoro, 2019), consumers must have initiative in making decisions before purchasing a product. Meanwhile, according to (Mowen, 2019) buying interest is a perception formed from the learning process and thought process. According to (Kotler & Keller, 2018) buying interest is a customer behavior where customers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product.

Research Methods
A. Method of collecting data
Because the data to be used is primary data, the data collection method used in this research is:
1. Interview

According to (Sugiyono, 2018) interviews are used as a data collection technique if the researcher wants to carry out a preliminary study to find the problem to be researched, and if the researcher also wants to know things from the respondents in more depth and the number of respondents is small. The interview was aimed at Mimi Restaurant customers.

2. Questionnaire

According to (Sugiyono, 2018), a questionnaire is a data collection technique by giving respondents a set of questions to answer. In this questionnaire, a closed question model will be used, namely a form of question that is accompanied by previous alternative answers, so that respondents can choose one of these alternative answers. The questionnaire was addressed to Mimi Restaurant customers.

B. Data Analysis Methods
  a. Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is declared valid if the questions in the questionnaire are able to reveal something that will be measured for the questionnaire (Ghozali, 2018).

  b. Reliability Test

Reliability testing is a tool used to measure questionnaires which are indicators of variables or constructs. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time (Ghozali, 2018).

C. Analysis of the Coefficient of Determination (R2)

According to (Ghozali, 2018), "the coefficient of determination (R2) essentially measures how far the model's ability is to explain variations in the dependent variable." The R2 value is between zero (0) and one (1). A small R2 value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable. The fundamental weakness of R2 is that it is biased towards the number of independent variables included in the model.

Results and Discussion
 A. Description of Respondents' Answers
   This item distribution description is used to determine the frequency and variation of respondents' answers to the statement items proposed in the questionnaire. These answers are explained in full as follows:

The Influence of Taste and Perception of Quality on Purchasing Decisions through Purchase Intention as an Intervening Variable (Case Study of Mimi Restaurant Customers, Tebing Tinggi City)

Rumiris Siahaan, Rahmawati Purba, Rizki Wulanita.

1. **Frequency Distribution of Purchasing Decision Variables**

Table 4.1 Distribution of Answers to Purchase Decision Variable Items

Items	1		2		3		4		5		*Mean*
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	
1	-	-	-	-	18	24.0	33	44.0	24	32.0	4.08
2	-	-	-	-	17	22.7	34	45.3	24	32.0	4.09
3	-	-	-	-	14	18.7	37	49.3	24	32.0	4.13
4	-	-	-	-	18	24.0	39	52.0	18	24.0	4
*Mean*Y											4.07

Source: Primary data processed (2023)

Based on Table 4.1, it can be seen that statement (1) shows the results that of the 75 respondents who answered strongly agree, 24 people answered with a percentage of (32%), 33 people answered agree (44%), 18 people answered neutral (24%) and there were no respondents. who answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.08, which means that respondents tend to agree and strongly agree that opinion.

In statement (2), the results show that of the 75 respondents, 24 people answered strongly agree with the percentage (32%), 34 people answered agree (45.3%), 17 people answered neutral (22.7%), and there were no respondents. who answered neither agree nor strongly disagree. The average score for item 2 is 4.09, which means that respondents tend to agree and strongly agree. In statement (3), the results show that of the 75 respondents, 24 people answered strongly agree with the percentage (32%), 37 people answered agree (49.3%), 14 people answered neutral (18.7%), and there were no respondents. who answered neither agree nor strongly disagree. The average score for item 3 is 4.13, so it can be seen that respondents tend to agree and strongly agree.

Statement (4) shows the results that of the 75 respondents, 18 people answered strongly agree with a percentage (24%), 39 people answered agree (52%), 18 people answered neutral (24%) and no respondents answered neither agree nor strongly. don't agree. The average score for item 4 is 4 so it can be seen that respondents tend to agree and strongly agree. Of all the statement items regarding purchasing decision variables presented in table 4.3, the average score for respondents' answers was 4.02.

2. **Frequency Distribution of Purchase Interest Variables**

Table 4.2 Distribution of Answers to Purchase Interest Variable Items

Items	1		2		3		4		5		*Mean*
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	
1	-	-	-	-	15	20.0	41	54.7	19	25.3	4.05
2	-	-	-	-	14	18.7	39	52.0	22	29.3	4.10
3	-	-	-	-	14	18.7	38	50.7	23	30.7	4.12
4	-	-	1	1.3	11	14.7	42	56.0	21	28.0	4.10
*Mean*Z											4.11

Source: Primary data processed (2023)

Based on Table 4.2, it can be seen that statement (1) shows the results that of the 75 respondents who answered strongly agree, 19 people answered with a percentage of (25.3%), 41 people answered agree (54.7%), 15 people answered neutral (20%) and no respondents answered neither agree nor strongly disagree. Apart from that,

the average score obtained for item 1 was 4.05, which means that respondents tend to agree and strongly agree. In statement (2), the results show that of the 75 respondents, 22 people answered strongly agree with the percentage (29.3%), 39 people answered agree (52%), 14 people answered neutral (18.7%), and there were no respondents. who answered neither agree nor strongly disagree. The average score for item 2 is 4.10, which means that respondents tend to agree and strongly agree.

In statement (3), the results show that of the 75 respondents, 23 people answered strongly agree with the percentage (30.7%), 38 people answered agree (50.7%), 14 people answered neutral (18.7%), and no There were respondents who answered neither agree nor strongly disagree. The average score for item 3 is 4.12 so it can be seen that respondents tend to agree and strongly agree. Statement (4) shows the results that of the 75 respondents, 21 people answered strongly agree with the percentage (28%), 42 people answered agree (56%), 11 people answered neutral (14.7%) 1 person answered disagree (1, 3%) and no respondents answered strongly disagree. The average score for item 4 is 4.10 so it can be seen that respondents tend to agree and strongly agree.

3. Frequency Distribution of Taste Variables
Table 4.3 Distribution of Answers to Taste Variable Items

Items	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	16	21.3	35	46.7	24	32.0	4.10
2	-	-	-	-	17	22.7	32	42.7	26	34.7	4.12
3	-	-	-	-	14	18.7	41	54.7	20	26.7	4.08
*Mean*X1											**4.09**

Source: Primary data processed (2023)

Based on Table 4.3, it can be seen that statement (1) shows the results that of the 75 respondents who answered strongly agree, 24 people answered with a percentage of (32%), 35 people answered agree (46.7%), 16 people answered neutral (21.3%) and no respondents answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.10, which means that respondents tend to agree and strongly agree that opinion.

4. Frequency Distribution of Quality Perception Variables
Table 4.4 Distribution of Answers to Quality Perception Variable Items

Items	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	18	24.0	35	46.7	22	29.3	4.05
2	-	-	-	-	15	20.0	38	50.7	22	29.3	4.09
3	-	-	-	-	17	22.7	36	48.0	22	29.3	4.06
4	-	-	-	-	18	24.0	37	49.3	20	26.7	4.02
*Mean*X2											**4.06**

Source: Primary data processed (2023)

Based on Table 4.4, it can be seen that statement (1) shows the results that of the 75 respondents who answered strongly agree, 22 people answered with a percentage of (29.3%), 35 people answered agree (46.7%), 18

The Influence of Taste and Perception of Quality on Purchasing Decisions through Purchase Intention as an Intervening Variable (Case Study of Mimi Restaurant Customers, Tebing Tinggi City)

Rumiris Siahaan, Rahmawati Purba, Rizki Wulanita.

people answered neutral (24%) and no respondents answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.05, which means that respondents tend to agree and strongly agree.

B. Data analysis
1) Validity Test

Table 4.5 Validity Test Results

Statement	rcount	rtable	Validity
Purchase Decision Variables			
1	0.841	0.3610	Valid
2	0.769	0.3610	Valid
3	0.859	0.3610	Valid
4	0.421	0.3610	Valid
5	0.621	0.3610	Valid
Purchase Interest Variable			
1	0.491	0.3610	Valid
2	0.708	0.3610	Valid
3	0.764	0.3610	Valid
4	0.610	0.3610	Valid
5	0.442	0.3610	Valid
Taste Variables			
1	0.718	0.3610	Valid
2	0.783	0.3610	Valid
3	0.762	0.3610	Valid
4	0.657	0.3610	Valid
Quality Perception Variables			
1	0.858	0.3610	Valid
2	0.720	0.3610	Valid
3	0.887	0.3610	Valid
4	0.731	0.3610	Valid

Source: Data processed from attachment 3 (2023)

Table 4.5 shows that all statement points, including purchasing decision variables, purchasing interest variables, taste variables and quality perception variables, have a calculated r value that is greater than the table r value, so it can be concluded that all statements for each variable are declared valid.

2) Reliability Test

Table 4.6 Reliability Test Results

Variable	*Cronbach Alpha*	Constant	Reliability
Purchase Decision Variables	0.780	0.6	Reliable
Purchase Interest Variable	0.735	0.6	Reliable
Taste Variables	0.790	0.6	Reliable
Quality Perception Variables	0.816	0.6	Reliable

Source: Data processed from attachment 3 (2023)

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this research has met the reliability test (reliable and can be used as a measuring tool).

C. Classic Assumption Test Equation I

1. Normality Test

The test results using SPSS 25.00 are as follows:

Table 4.7 One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			75
Normal Parameters, b	Mean		.0000000
	Std. Deviation		1.52194360
Most Extreme Differences	Absolute		,067
	Positive		,045
	Negative		-.067
Statistical Tests			,067
Asymp. Sig. (2-tailed)			,200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.920e
	99% Confidence Interval	Lower Bound	,839
		Upper Bound	1,000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 75 sampled tables with starting seed 2000000.

Source: Data processed from attachment 4 (2023)

From the output in table 4.7, it can be seen that the significance value (Monte Carlo Sig.) for all variables is 0.839. If the significance is greater than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Multicollinearity Test

Table 4.8 Multicollinearity Test Results

Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1_Taste_Taste	,710	1,408
X2_Perception_Quality	,710	1,408

a. Dependent Variable: Z_Interest_Buy

Source: Data processed from attachment 4 (2023)

Based on table 4.8, it can be seen that the tolerance value of the taste variable is 0.710, the quality perception variable is 0.710, all of which are greater than 0.10, while the VIF value of the taste variable is 1.408, the quality perception variable is 1.408, all of which are smaller than 10. Based on the calculation results above, it can be seen that the tolerance value for all independent variables is greater than 0.10 and the VIF value for all

The Influence of Taste and Perception of Quality on Purchasing Decisions through Purchase Intention as an Intervening Variable (Case Study of Mimi Restaurant Customers, Tebing Tinggi City)

Rumiris Siahaan, Rahmawati Purba, Rizki Wulanita.

independent variables is also smaller than 10 so that there are no symptoms of correlation in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

3. **Heteroscedasticity Test**

Table 4.9 Multicollinearity Test Results

Coefficientsa

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	X1_Taste_Taste	,710	1,408
	X2_Perception_Quality	,710	1,408

a. Dependent Variable: Z_Interest_Buy
Source: Data processed from attachment 4 (2023)

Based on table 4.9, it can be seen that the tolerance value of the taste variable is 0.710, the quality perception variable is 0.710, all of which are greater than 0.10, while the VIF value of the taste variable is 1.408, the quality perception variable is 1.408, all of which are smaller than 10. Based on the calculation results above, it can be seen that the tolerance value for all independent variables is greater than 0.10 and the VIF value for all independent variables is also smaller than 10 so that there are no symptoms of correlation in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

4. **Heteroscedasticity Test**

Table 4.10 Glejser Test Results

Coefficientsa

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,583	,919		,634	,528
	X1_Taste_Taste	,056	,058	.134	,967	,337
	X2_Perception_Quality	-.016	,059	-.038	-.274	,785

a. Dependent Variable: RES1
Source: Data processed from attachment 4 (2023)

The results of the Glejser test show that the significance value for the taste variable is 0.337 and the quality perception variable is 0.785, all of which are greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity in this research model.

C. Linear Regression Testing

Table 4.15. Linear Regression Results Equation I

Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	7,970	1,612	
X1_Taste_Taste	,390	.102	,395
X2_Perception_Quality	,382	.103	,380

a. Dependent Variable: Z_Interest_Buy
Source: Data processed from attachment 4 (2023)

Based on these results, the linear regression equation has the formulation: $Z = b_0 + b_1X_1 + b_2X_2 + \varepsilon_1$, so that the equation is obtained: $Z = 7.970 + 0.390X_1 + 0.382X_2$.

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

a. The constant value (b_0) of 7.970 indicates the magnitude of the purchase interest variable if the taste variable and quality perception variable are equal to zero.

b. The regression coefficient value for the taste variable (b_1) is 0.390, indicating the large role of the taste variable in the purchase interest variable assuming the quality perception variable is constant. This means that if the taste variable factor increases by 1 value unit, it is predicted that the purchase interest variable will increase by 0.390 value units assuming the quality perception variable is constant.

c. The regression coefficient value of the quality perception variable (b_2) is 0.382, indicating the large role of the quality perception variable on the purchase interest variable assuming the taste variable is constant. This means that if the quality perception variable factor increases by 1 value unit, it is predicted that the purchase interest variable will increase by 0.382 value units assuming the taste variable is constant.

D. Coefficient of Determination (R2)

Table 4.16. Coefficient of Determination Equation I

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.680a	,462	,447	1.54294	,462	30,889	2	72	,000

a. Predictors: (Constant), X2_Persepsi_Quality,

b. Dependent Variable: Y_Purchase_Decision
Source: Data processed from attachment 4 (2023)

Based on table 4.16, it can be seen that the adjusted R square value is 0.447 or 44.7%. This shows that the taste variable and quality perception variable can explain the purchase interest variable by 44.7%, the remaining 55.3% (100% - 44.7%) is explained by other variables outside this research model such as price, location and company attractiveness.

The Influence of Taste and Perception of Quality on Purchasing Decisions through Purchase Intention as an Intervening Variable (Case Study of Mimi Restaurant Customers, Tebing Tinggi City)

Rumiris Siahaan, Rahmawati Purba, Rizki Wulanita.

Discussion

Based on the results of hypothesis testing that has been carried out, the next stage is to explain the relationship between the variables in this research which is then linked to consumer behavior, previous research and management science so that it can support pre-existing statements. The explanation of the results is as follows:

1. **The Influence of Taste on Purchasing Decisions**

     Based on the results of the analysis of hypothesis 1, it can be seen that the taste variable influences the purchasing decision variable. According to Kusumaningrum (2019), the definition of taste is a consumer's assessment of a food or drink product, in which there is a sensation of stimulation and stimulus that can come from external or internal and then be felt by the mouth.

2. **The Influence of Perceived Quality on Purchasing Decisions**

     Based on the results of the analysis of hypothesis 2, it can be seen that the quality perception variable influences the purchasing decision variable. This explains that the better the quality of the food, the more purchasing decisions will occur. According to Syarif (2019) perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to what the customer expects.

3. **The Influence of Taste on Purchase Intention**

     Based on the results of the analysis of hypothesis 3, it can be seen that the taste variable influences the purchase interest variable.According to Kusumaningrum (2019), the definition of taste is a consumer's assessment of a food or drink product, in which there is a sensation of stimulation and stimulus that can come from external or internal and then be felt by the mouth. According to Kotler and Keller (in Mardiani, 2018) buying interest is a consumer behavior where consumers have the desire to buy or choose a product.

4. **The Influence of Perceived Quality on Purchase Intention**

     Based on the results of the analysis of hypothesis 4, it can be seen that the quality perception variable influences the purchase interest variable.According to Syarif (2019) perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to what the customer expects. According to Kotler and Keller (in Mardiani, 2018) buying interest is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. A good appearance in food will increase a person's perception of quality, which will increase someone's interest in buying.These results are in line with research conducted by Endro Arifin et al, 2015 which states that perceived quality influences buying interest.

5. **The Influence of Purchase Interest on Purchase Decisions**

     Based on the results of the analysis of hypothesis 5, it can be seen that the purchase interest variable influences the purchase decision variable.According to Kotler and Keller (in Mardiani, 2018) buying interest is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product.According to Syarif (2019) perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to what the customer expects. When consumers are interested in a product, a purchasing decision will occur. The results of this research are in line with research conducted by Cindy Mega Puspita et al, 2020 which states that buying interest influences purchasing decisions.

6. **The Influence of Taste on Purchasing Decisions through Purchase Intention as an intervening variable.**

     Based on the results of the analysis of hypothesis 6, it can be seen that the taste variable**has no effect on** purchasing decision variables. According to the research results, the direct influence of taste on purchasing decisions is greater than the indirect influence through the purchase interest variable. According to Kusumaningrum (2019), the definition of taste is a consumer's assessment of a food or drink product, in which there is a sensation of stimulation and stimulus that can come from external or internal and then be felt by the mouth. According to Kotler & Armstrong (2018) consumer purchasing decisions are decisions to buy the most

preferred brand, but two factors can arise between purchasing intentions and purchasing decisions. This shows that taste can make someone immediately buy food without feeling interested in buying. This is not in line with research conducted by Eka Mei Dilasari et al, 2022 which states that taste influences purchasing decisions.

7. **The Influence of Perceived Quality on Purchasing Decisions through Purchase Intention as an intervening variable.**

Based on the results of the analysis of hypothesis 7, it can be seen that the quality perception variable**has no** effect on purchasing decision variables. According to Kotler & Armstrong (2018) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchasing intentions and purchasing decisions. According to Syarif (2019) perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to what the customer expects. According to the research results, the direct influence of perceived quality on purchasing decisions is smaller than the indirect influence through the purchase interest variable. This is not in line with research conducted by Eka Mei Dilasari et al, 2022 which states that taste influences purchasing decisions.

Conclusion

This research is to answer the results of research entitled the influence of taste and perceived quality on purchasing decisions through purchasing interest as an intervening variable. The following conclusions can be drawn:

1. The taste variable influences the purchase interest variable. Taste really determines whether someone is interested in buying or not.
2. The quality perception variable influences the purchase interest variable. A good appearance in food will increase a person's perception of quality, which will increase someone's interest in buying.
3. The taste variable influences the purchasing decision variable. It can be seen that the better the taste of the food, the more likely he will make a purchase.
4. The perceived quality variable influences the purchasing decision variable. This explains that the better the quality of the food, the more purchasing decisions will occur.
5. The purchase interest variable has no effect on the purchase decision variable. When consumers are interested in a product, a purchasing decision will occur.
6. The purchase interest variable cannot mediate between the taste variable and the purchase decision.
7. The purchase interest variable cannot mediate between the quality perception variable and the purchase decision.

Suggestion

Based on the results of the analysis of the data processed by the researcher, the researcher put forward several suggestions which are expected to be taken into consideration by the company. The suggestions are as follows:

1. It is better if good taste continues to be improved so that consumers continue to make purchases.
2. Consumers' perception of quality is very important, so it is hoped that Mimi's restaurant will maintain the appearance of its dishes so that consumers continue to have a good perception.
3. The results of this research can be used as a basis for companies to increase their sales, and also make consumers more satisfied.

References

Ade Syarif Maulana. 2019. The Influence of Service Quality and Price on PT Customer Satisfaction. TOI. Economic Journal. Vol. 7 : (2).

C. Mowen, John and Michael Minor. 2019. Consumer Behavior. Erlangga. Jakarta.

Deliyanti Oentoro. 2019. Modern Marketing Management. LaksBang PRESSindo, Yogyakarta.

The Influence of Taste and Perception of Quality on Purchasing Decisions through Purchase Intention as an Intervening Variable (Case Study of Mimi Restaurant Customers, Tebing Tinggi City)

Rumiris Siahaan, Rahmawati Purba, Rizki Wulanita.

Ferdinand, Augusty. 2018. Management Research Methods. BP Diponegoro University. Semarang.

Ghozali, Imam. (2018). Multivariate Analysis Application with SPSS Program. Diponegoro University Publishing Agency, Semarang.

Gujarati, D.N. (2019). Basics of Econometrics, Mangunsong Translation, RC book 2, Edition 5. Salemba Empat, Jakarta.

Kotler, P. and Keller, KL 2018. Marketing Management. Volume I. 12th Edition Erlangga.Jakarta.

Kusumaningrum, Fitria Dian. 2019. The Influence of Cup Color on the Perception of the Taste of Coffee Drinks in Class of 2018 Students, Faculty of Psychology, Sultan Agung Islamic University, Semarang. Undergraduate Thesis, Sultan Agung Islamic University.

Maimunah, Siti. 2019. The Influence of Service Quality, Price Perception, Taste on Consumer Satisfaction and Consumer Loyalty Volume 1, Number 2, hml (57-68).

Melda, M., Arini, E., & Yulinda, AT 2020. The Influence of Product Diversity, Taste and Brand Image on Purchasing Decisions. (Jems) Journal of Entrepreneurship and Management Science, 1(2), 143-149.

Muharam, Wifky and Soliha, Euis. 2017. Product Quality, Brand Image, Price Perception and Consumer Purchasing Decisions for Honda Mobilio. Proceedings of the National Multi-Discipline Seminar & Call For Papers UNISBANK, pp. 755-762.

Schiffman, LG & Kanuk, L., L. 2018. Consumer Behavior, Edition 7. Translation: Zoelkifli.Index. Jakarta.

Sugiyono. (2018). Business Research Methods: Quantitative, Qualitative, and R&D Approaches. Bandung: Alphabeta.

Super, DE, Crites, JO, Hummel, RC, Moser, HP, Overstreet, PL, & Warnath, CF (2018). Vocational development: A framework of research. Teachers College. New York.

Tjiptono, F. 2018, Services Marketing, Principles, Application and Research. Andy. Yogyakarta.

Thompson. 2019. Crafting & Executing Strategy; The Quest for Competitive Advantage (Sixteenth Edition). Mc-Graw Hill International Edition. New York.

Ristati, Alisa Adelena, Marzuki, & Muttaqien. (2024). THE EFFECT OF FINANCIAL ATTITUDE, FINANCIAL KNOWLEDGE, AND LOCUS OF CONTROL ON FINANCIAL MANAGEMENT BEHAVIOR (Study On Students of Management Department, Faculty of Economics and Business, Malikussaleh University). MORFAI JOURNAL, 4(1), 131–138.https://doi.org/10.54443/morfai.v4i1.1527

Lily Andari Mukhtar, Chairil Akhyar, Muttaqien, & Nurlela. (2024). Financial Performance Analysis Of Fund Allocation Management Villages Based On Degree Of Decentralization Ratio, Independence Ratio, Effectiveness Ratio And Growth Ratio In Adang Buom Village Alor Regency, East Nusa Tenggara Province. Journal of Accounting Research, Utility Finance and Digital Assets, 2(4), 1052–1058.https://doi.org/10.54443/jaruda.v2i4.153