

Analyzing Stimulus Factors of Purchase Intention towards Small Business of Sabana Fried Chicken viewed from Y and Z Generation Consumers in order to Sustain Other Small Business or Franchise

Astrid Wina Lestari¹ -- Herry Hudrasyah, MA.¹

¹School of Business and Management Institut Teknologi Bandung

ABSTRACT

Nowdays, not all of small businesses can run successfully, even some of them are bankrupt. Researcher found that actually several of small business did not know what factors that make the consumers purchase the product. One of small business as the object for this research is Sabana Fried Chicken. In this research Sabana Fried Chicken was selected as a success role model because they have more than one thousand branches. This study aims to analyze the stimulus factors that influence consumers to buy Sabana Fried Chicken product and how much the weight value affected, especially for generation Y and Z in order to makes sustainability for other small business.

This study was largely based on existing theories in Marketing by Armstrong and Kotler & Marketing Management, Kotler Keller , 14th edition. There are two methods used, first exploratory research with in-depth interview and descriptive research through questionnaires to Sabana Fried Chicken consumers especially for Y and Z generation. After that, researcher made quantitative result by crosstab analysis and confirmatory factor analysis with SPSS and Lisrel program to know the weight of each factor.

The result shows that from the six factors, the third highest weights affect for Y and Z generation to make a purchase in Sabana Fried Chicken are retail outlet with weight of 91.5%, products with weight of 72.4%, and the last is advertisement with weight of 66.1%. Thus, researcher can make a conclusion that the three factors above must be considered by small businesses owners.

Keywords: Small Business, Purchase Decision, Purchase Intention, Stimulus Factor, Crosstab Analysis, Confirmatory Factor Analysis

1. Background

Small business is one of the steps to start a business for people who have never owned a business before. Nowadays, everyone wants to run business, ranging from teenagers to adults even though they already have a steady income. The reason for running their businesses are varies such as to gain income, to add pocket money, to get new experience, to try out new things or to become a successful and famous person.

A few years ago, people were afraid to run business, even though to start a small business and only several people who were able to run a business. It made business dominated by one person. Relatively, now everyone can start to run a small business with a smaller risk. Actually, it makes small businesses go thrive. The competitions of small businesses make all businesses compete to provide the best service and product to the market.

Nowdays, there are a lot of creative industries like food, fashion, and art. Since then small businesses bloom, Bandung becomes a city that has a lot of creative small businesses especially in culinary ranging

from a small business on their own or franchising. Mang Dadang, the owner of Fried Chicken Outlet on Dago Street said that he runs his business because of people current condition. Demand of fried chicken is high but they do not have enough money to buy fried chicken in big fast food restaurants such as McDonald's and KFC. Mang Dadang said that his target market is middle low people around Dago village. On the other hand, Mang Udin, the owner of Fried chicken on Tubagus Street said that he runs his business because of his daughter who frequently wants to buy fried chicken in McDonald's but fried chicken price is not affordable for him. On their journey, Sabana does not use the massive marketing to engage their customers, but concern in the quality of taste, hygiene, *halal* and satisfaction of their partner of business. Up to the present time, Sabana has more than one thousand outlets in Indonesia. On the other hand, not all of small businesses have a good prospect even among them are on the horns of bankruptcy. Regarding the Sabana's success, this research will analyze consumers' perception towards the selection of fried chicken consumption based on their needs, especially on small businesses, Sabana Fried Chicken. It is very important for a small business to be able to understand the important factors that can influence consumers to make a purchase. This research is also related to the factors that caused the sustainability of Sabana Fried Chicken from Y and Z generation's point of view in Bandung.

After seen, interviewed, and observed, the turnover of several small businesses in Bandung, like Semerbak Coffee, Donald's Burger, and Ma Ichi continue to decline over time and some of them are already bankrupt. It is certainly much different from the current condition of Sabana Fried Chicken. Author found that actually several of small business did not know what factors that make the consumer purchase the product. In fact, it's become very important for small business to be able to understand the important factors that can influence customers to make a purchase. So the problem identification was "What stimulus factors that really affected the consumers to buy product in Sabana Fried Chicken especially for Y and Z generation that can make Sabana Fried Chicken sustain up to the present time?"

This Research was conducted to observe and answer the specific problems with a valid method and knowledge. This research objective was to find out the stimulus factors that really affected the consumers to buy Sabana Fried Chicken by analyzing several variable consumer purchase intention such as product, retail outlets, advertisement, sales personnel, price and situation in order to make a sustainability of other small business.

Based on the problem identification above, there are two questions for this research to answer:

1. What dominant stimulus factors that influence consumers to buy Sabana Fried Chicken?
2. What is the weight contribution for each stimulus variable factors that can influence consumer purchase intention to buy Sabana Fried Chicken?

The researcher can find all factors first by observing the current condition of Sabana, so that at the end of this research we figure out the factors that really influence consumers.

This research has a short time to be finished and there are some boundary set of limits that are used for this research. The observation was done in Sabana Fried Chicken located in front of Parahyangan University, Gelap Nyawang Street, and Tubagus Ismail Street. The research was limited to male and female respondents from Y and Z generation who live in Bandung due to the location of Sabana's outlet itself. The people ages are between 17 to 32 years old with middle low class economy because Sabana sells product with affordable price.

2. Literature Review

The theories for this research are collected from books, websites, journals and other references. All of theories are about small business, franchise, shopper behavior, consumer purchasing process, purchase decision and factor influencing consumer purchasing decision. This research will be answered based on the theories.

2.1. Small Business

Small business is one that is independently owned and operated, is organized for profit, and is not dominant in its field ([The U.S Small Business Administration, 2010](#)). Depending on the industry, size standard eligibility is based on the average number of employees for the preceding twelve months or on sales volume averaged over a three-year period. For Retailing small business annual receipts may not exceed \$5.0 to \$21.0 million, depending on the particular product being provided.

2.2. Ten keys to Franchise Success

According to chapter 18 of *Franchising for Dummies*, Dave ([Said and Thomas \(2000\)](#)), ten keys to franchise success are:

1. make sure that you have enough money;
2. follow the system;
3. do not neglect your loved ones;
4. be an enthusiastic operator;
5. recruit the best talent and treat them with respect;
6. teach your employees;
7. give customers Great Service;
8. get Involved with the community;
9. stay in touch with your franchisor and fellow Franchisees;
10. watch the details.

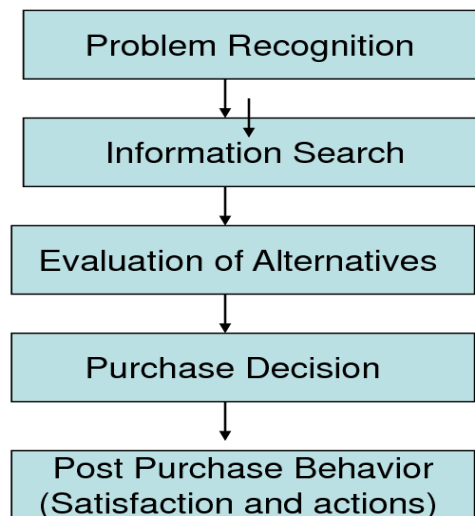
2.3. Consumer Behavior

Consumer behavior is the consumer's decision with respect to the acquisition, consumption and disposition of goods, service, time and ideas by human decision-making units (Hoyer and Macinnis, 2010). In Marketing Management, Kotler Keller, 14th edition, consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Keller and Philip, 2012).

2.4. Consumer Purchasing Process

According to Marketing Management, Kotler Keller, 14th edition, the basic psychological process we've reviewed plays an important role in consumers' actual buying decision. The consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long afterward.

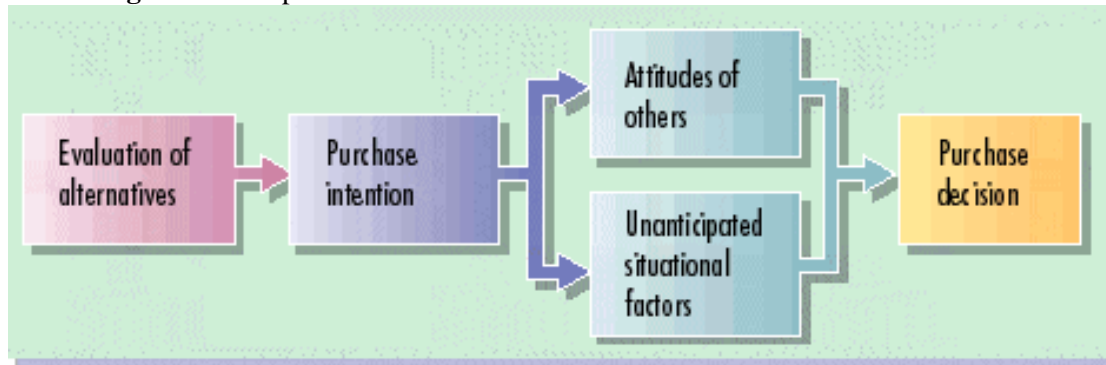
Figure-2.1. Five-Stage Model of the Consumer Buying Process



2.4.1. Purchase Decision

According to Marketing Management, Kotler Keller, 14th edition, in the evaluating stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. In executing a purchase intention, the consumer may make up to five sub decisions: brand (brand A), dealer (dealer 2), quantity (one computer), timing (weekend), and payment method (credit card)

Figure-2.2. Steps between Evaluation of Alternatives and a Purchase Decision



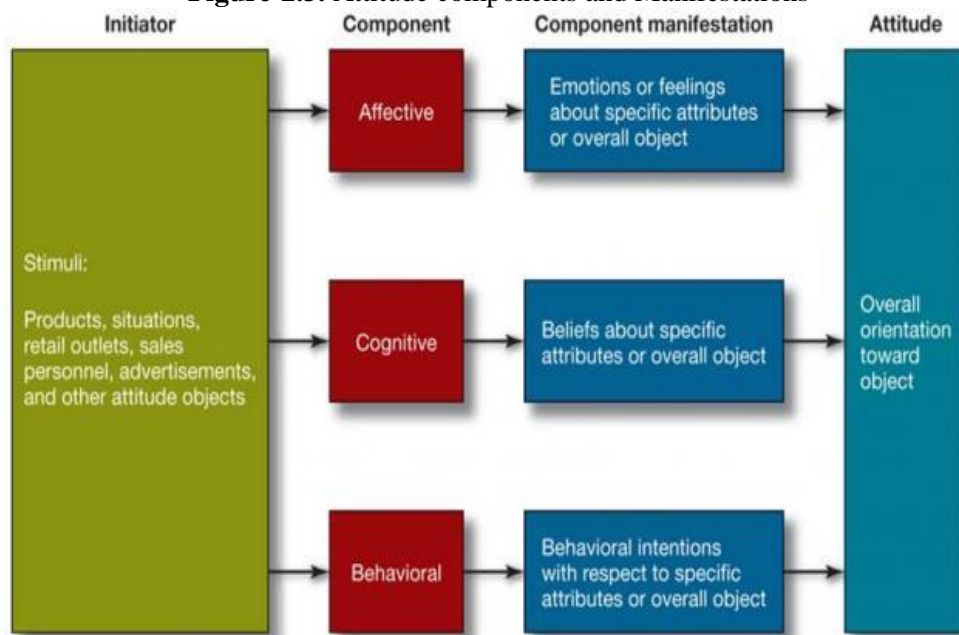
2.4.1.1. Purchase Intention

Dodds *et al.* (1991) explain purchase intention is an attempt to buy a product. Moreover, Kotler (2000) explains purchase decision in consumer behavior occurs when consumers are stimulated by external factors based on their personal characteristics and decision making process. The external factors are including choosing a product, brand, retailer, timing and quantity. In other words, purchase intention will arise after consumers influenced by the choice of a product or brand (Kotler, 2000). Moreover, purchase intention can be classified as one of the components of consumer cognitive behavior on how an individual intends to buy a specific brand (Kwek *et al.*, 2010).

2.4.1.2. Factors Influencing Consumer Purchasing Decision

Marketers can be better creating or influencing shopper attitudes toward new offerings and novel behavior when they understand how attitudes are formed.

Figure-2.3. Attitude components and Manifestations



3. Methodology

3.1. Explorative Research

Exploratory research conducted for a problem that has not been clearly defined (Wikipedia, 2013). This step is used to determine the factors that will be the consumer consideration. The methodology for this research is qualitative method that has correlation with questionnaire variable in order to get the answer of research questions. Qualitative researches aim for exploring and understanding the meaning of individual or groups ascribe to a social or human problem. One of the most useful qualitative techniques is interview. The researcher has to be very careful to choose person that the researcher interviews through any prejudiced ideas people might have.

The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue – that is, the often-contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals. Qualitative method also effective in identifying intangible factors, such as social norms, socioeconomic status, gender roles, ethnicity, and religion, whose role in the research issue may not be readily apparent. When used along with quantitative methods, qualitative research can help us to interpret and better understand the complex reality of a given situation and the implication of quantitative data.

3.1.1. In-depth Interview

Interview is gathering data by asking some question to employee or business owner and customers in this research. Researcher divided in- depth interview into two session in different place.

3.1.2.Pre In-depth Interview

Researcher interviewed three people of fried chicken small business owner and one of ex-owner coffee small business in order to identify existing condition of fried chicken small business and small business world. Researcher also interviewed two people of Sabana Fried Chicken sellers in order to identify existing condition of Sabana Fried Chicken.

3.1.3. Consumers In-depth Interview

Researcher conducted perspective perception from customers who ever buy Sabana Fried Chicken to various ages and genders. The questions varied from the opinion about Sabana Fried Chicken itself and suggestion to improve stimulus factors that can make them make a purchase.

3.1.4. Observation

Observation is a process of data gathering method by observing something carefully in order to gain information. Observation was also held to identify all the stimulus variable that can be found based on the theories. Researcher has observed the current condition of Sabana fried chicken related to encouraging stimulus. The observation included taking some photos to record and to see the needed information.

3.2. Descriptive Research

The descriptive research is used to describe characteristic of a population or phenomenon being studied (Wikipedia 2014). The description is used for frequencies, averages and other statistical calculations. Based on social science research, the conceptualizing of descriptive research precedes the hypotheses of explanatory research. For a discussion of how the underlying conceptualization of exploratory research, descriptive research and explanatory research fit together see conceptual framework.

3.2.1. Questionnaire Design

According to theory of stimulus factors there are many variables of each product, situations (location), retail outlets, sales personnel (store service), advertisements (sign age), and other attitude objects (price). All of questions in questionnaires are breakdown in some question related to the variables. The purpose of this questionnaire is to know the customer profile and what the most factor that directly affect as stimulus factors for consumers. The questionnaires are in the Indonesian language to make customers understand more easily.

Table-3.1.Variable Factors, Dependent and Independent

Factor	Variable	
Product	Product Quality (X1)	Consumer Purchase Intention (Y)
	Product Hygiene (X2)	
	Product Healthyness (X3)	
	Packaging (X4)	
Retail outlets	Booth (X5)	
	Frying Pan (X6)	
	Dough Container (X7)	
	Warping Area (X8)	
	Chicken and Rice Container (X9)	
Advertisement	Sign age (X10)	
Sales personnel	Store Service (X11)	
Price	Price (X12)	
Situation	Reachable location (X13)	
	Strategic Location (X14)	

Source : Data Research 2014

The respondents answered all questions using multiple choice for consumer demography and multiple choice multiple response. For descriptive questions Likert scale answer was used, where:

- 5 = sangat setuju
- 4 = setuju
- 3 = biasa saja
- 2 = setuju
- 1 = sangat setuju

The researcher distributed the questionnaires to Sabana Fried Chicken consumers. Researcher also made questionnaires online by Google and distributed them by email or social media.

For quantitative data, questionnaire analysis was conducted by using SPSS to test the reliability and validity of the questionnaires. For the reliability, The Crombach's Alpha score was used as guideline and it has to be above 0.70. For the validity analysis, the corrected item-total correlation from the Reliability Test was used. Then it was found that all of the variables are valid because the number are greater than 0.3.

After SPSS analysis, the researcher conducted Crosstab analysis. It shows a distribution between two variables and usually presented as a matrix in the form of a table. Then for the descriptive data analysis researcher conducted Confirmatory Factor Analysis using LISREL 8.7 to measure the weight of each independent variable to dependent variable and analyze correlation among indicators variable to make it explainable to map or to group at correct common factors and as a method to confirm the regression result on this result.

For the first step, researcher conducted normality distribution assumption test for each variable indicator both Univariate and Multivariate with this criteria (Barker *et al.*, 2002):

1. Univariate Normal distribution test : if p-value Chi-square Skweness and Kurtosis are greater than 0,05 it means Univariate normal distribution.
2. Multivariate Normal distribution test : if p-value score for Skewness and Kurtosis is less than 0,05 the suitable estimation method for multivariate no normal distribution is Robust Maximum Likelihood (RML).

Then Confirmatory Factor Analysis was conducted with Chi- square criteria = 1146.85, df = 648, P-value = 0.00000, RMSEA = 0.061. After that the Godness of Fit Test (GOF) was conducted to know wheater the model can be suitable for population or only for sample this research with criteria:

Table-3.2. GOF Measurement

No.	GOF Measurement	Cut off
1.	χ^2 (Chi-square)	708.330
2.	Probability	>0.05
3.	χ^2/df	<2
4.	Root Mean Square Error of Approximation(RMSEA)	< 0.08
5.	Normed Fit Index (NFI)	>0.90
6.	Non-Normed Fit Index (NNFI)	>0.90

Source: Theory from Research Methods in Clinical Psychology An Introduction for Students and Practitioners 2nd Edition

The last is hypothesis test for correlation between indicator factor and research variable. So, the t-test has to be conducted and to know the correlation between factor indicators and variables used in this research with criteria :

1. if t-stat score is greater than critical-t which is 1.96, H₀ is rejected.
2. If t-stat score is less than critical-t which is 1.96, H₀ is accepted.

3.3. Proposed Hypothesis

H₀ : There is no influence correlation between stimulus factors – product, retail outlet, advertisement, price, sales personnel and place with consumers purchase intention of Sabana Fried Chicken.

H₁ : There is influence correlation between stimulus factors – product, retail outlet, advertisement, price, sales personnel and place with consumers purchase intention of Sabana Fried Chicken.

4. Data Analysis

4.1. Qualitative

Table-4.1. Qualitative Result Summary

No.	Name	Profile	Key Variable (s)	Comment
1.	Rachmat Calief Zulfikar	20 years old, SBM-ITB student, 3-4 million monthly expense, 3 times consumed	- Taste of product (X1.1) - Place of booth (X5.3)	keep the hygiene
2.	Cynthia Magdalena	21 years old, UNPAR student, 1-2 million monthly expense, >10 times consumed	- Taste of product (X1.1) - Price (X12.2)	expand their branches in Bandung
3.	Roselen	17 years old, SMAN 5 student, 1-2 million monthly expense, >5 times consumed	- Taste (X1.1) - Situation of location (X14.1)	frequently replace the oil to get more healthy
4.	Aditya Abimanyu	25 years old, freelancer, 3-4 million monthly expense, 7 times consumed	- Taste of product (X1.1) - Situation of location (X13.1)	keep the hygiene
5.	Hafied Noor	28 years old, lecturer in Universitas Widyatama, > 6 million monthly expense, 8 times consumed	- Taste of Product (X1.1) - Price (X12.1)	stop increasing price

4.2. Quantitative

4.2.1. Respondent Profile

Table-4.2. Respondent Distribution Based on Gender

Gender	Total	Percentage
Male	108	51.4
Female	102	48.6
Total	210	100.0

Source : Data Research

As shown on the table above, the respondents of Sabana fried Chicken consumers in Bandung are almost balanced between male and female. The total female respondents in this research are 102 people (51.4%) while the male respondents are 108 people (48.6%). This was caused by consumers Sabana Fried Chicken which are balanced between male and female.

Tabel-4.3. Respondent Distribution based on Age

Age	Number	Percentage
17-20 years old	84	40.0
21-24 years old	92	43.8
25-28 years old	21	10.0
29-33 years old	13	6.2
Total	210	100.0

Source: Data Research

Concerning the consumers age, consumers of Sabana Fried Chicken are very different. Researcher needed to know about consumer age to make sure who are the most consumers who buy Sabana Fried Chicken. The result about consumer age, 21-24 still lead in 43.8% or 92 people, followed by people in age of 17-20 who are 84 people or 40%. The others are people in age of 25-28 who are 21 people or 10% and the last, 29 – 33 years old who are 13 people or 6.2%. By looking at the age, most of consumers Sabana Fried Chicken is Z generation.

Table-4.4. Respondent Distribution based on Occupation

Jobs	Number	Percentage
Students	174	82.9
Civil Servant	2	1.0
Private Company Employees	23	11.0
Self employed	6	2.9
Others	5	2.2
Total	210	100.0

Source : Data Research

Based on respondent data, majority of Sabana Fried Chicken consumers are 174 people or 82.9 % students, followed by private company employees 23 people or 11%, self employed 6 people or 2.9 %, and others 5 people or 2.2%. It means Sabana Fried Chicken is favorite among students.

Table-4.5. Respondent Distribution Based on Monthly Expense

Monthly Expense	Number	Percentage
< 1 million	54	25.7
1-2 million	99	47.1
3-4 million	38	18.1
5-6 million	9	4.3
> 6 million	10	4.8
Total	210	100.0

Source : Data Research

The table above shows that most of consumers Sabana Fried Chicken monthly expenses are between 1-2 million per month as many as 99 people or 47.1%, < 1 million as many as 54 people or 25.7%, 3 - 4 million as many as 38 people or 18.1%, > 6 million as many as 10 people or 4.8 % and 5 - 6 million as many as 9 people or 4.3%. It means that people from different levels of income consume Sabana Fried Chicken, which also means that even though Sabana Fried Chicken price is affordable, the consumers come from all segments.

Table-4.6. Respondent Distribution Based on Weekly Product Consumption

Frekuensi mengkonsumsi produk	Jumlah	Persentase
< 1 time	170	81.0
2 - 4 times	33	15.7
> 5 times	7	3.3
Total	210	100.0

Source : Data Research

Based on the data above, mostly respondents consume Sabana Fried chicken once a week which can be seen on the table that 170 out of 210 or 81% consume Sabana Fried Chicken followed by 2-4 times a week that 33 out of 210 or 15.7 percent and > 5 times a week that 7 people out of 210 or 3.3% consume Sabana Fried Chicken.

Table 4.7. Respondent Distribution Based on Purchase Location

Location	Number	Percentage
Indomaret Tubagus Ismail	26	12.4
In front of Unpar	45	21.4
In front of Unpad	11	5.2
Near Widyatama	19	9.0
Others	109	52
Total	210	100

Source : Data Research

This table shows that most of respondent buy Sabana Fried Chicken at various places (52%) which means Sabana Fried Chicken Outlet are distributed in many places in Bandung and respondents buy Sabana Fried Chicken depending on their activity places. The second place mostly respondents like to buy Sabana Fried Chicken is in front of Unpar which has percentage of 21.4%, followed by Indomaret Tubagus Ismail 12.4%, near Widyatama University 9.0%, and the last is in front of Unpad 5.2%.

Table-4.8. Respondent Distribution Based on Source of Awareness

Source of awareness	Number	Percentage
In front of Outlet	103	49,0
Friends	89	42,4
Family	14	6,7
Others	4	1,9
Total	210	100,0

Source : Data Resesarch

Based on the table above, the most of Sabana Fried Chicken consumers know Sabana Fried Chicken when they pass through Sabana Fried Chicken outlet as many as 49% of consumers, followed by knowing from friends 43.4%, 6.7% and from family and other 1.9% which means people are aware of Sabana Fried Chicken from the outlet itself and Sabana Fried Chicken should pay more attention to their outlets as media of consumers first impression.

Table-4.9. Respondent Based on Reason to Buy

Reason	Number	Percentage
Quality	29	8,8
Price	111	32,4
Taste	95	27,8
Closer Location	90	26,3
Others	17	4,7
Total	342	100

*every respondent can choose more than one

Source : Data Research

The table above shows that most of consumers buy Sabana Fried Chicken because of indicated by as many as 32.4% of consumers choosing price for their reason to buy, followed by the taste of product as many as 27.8%, than location as many as 26.3%, quality as many as 8.8% and others as many as 4.7%. It can be concluded that price is the strength of Sabana Fried Chicken that can attract consumer to make a purchase in Sabana Fried Chicken.

4.2.2. Crosstab Analysis on Buyers

4.2.2.1. Crosstab between Age and 6 Stimulus Factor

a. Age and Product

The researcher needs to know consumers ages because different ages have different behaviors and different thoughts to make a purchase that have correlation with Sabana consumers purchase intention. Based on cross tabulation between consumer ages and product of Sabana Fried Chicken, the result shows as many as 72.6% are 17 - 20 years old, 76.1% are 21 - 24 years old, 76.2% are 25 - 28 years old, 61.5% are 29 - 33 years old and 60% are > 33 years old. They assess that Sabana Fried Chicken product is fair.

b. Age and Retail Outlet

For the second cross tabulation is between consumer age and retail outlets of Sabana Fried Chicken. The result shows that 72.6% are 17 - 20 years old, 68.5 % are 21 - 24 years old, 76.2% are 25 - 28 years old, and 61.5% are 29 - 33 years old. It can be concluded that the average of all consumers from various age ranges assess Sabana Fried Chicken Retail Outlet is fair.

c. Age and Advertisement

The third cross tabulation is between consumer age and consumer perception about advertisement. The result shows that 61.9% are 17 - 20 years old, 48.9% are 21 - 24 years old, 71.4% are 25-28 years old and 53.8% are 29-33 years old. They have a good assessment about Sabana Fried Chicken advertisement and can be concluded that the average of all consumer ranges assess Sabana Fried Chicken advertisement good.

d. Age and Sales Personnel

The Fourth cross tabulation result is between consumers age with sales personnel factors. The table shows 61.9 % are 17-20 years old, 64.1% are 21-24 years old, 71.4% are 25-28 years old, and 53,8% are 29-33 years old. They have a good assessment to sales personnel of Sabana Fried Chicken. So, it can be concluded that the average consumer from all range of ages assess Sabana Fried Chicken personnel good.

e. Age and Price

The Fifth, the result of calculation between consumer age and price shows that 58,3% ranging from 17 to 20 years old, 62% ranging from 21 from 24 years old, 61,9% ranging from 25 to 28 years old, 69,2% ranging from 29 to 33 years old have a good assessment towards Sabana Fried Chicken price. So that, after calculation, it can be concluded the average from all consumer range assess the Sabana Fried Chicken price good or affordable for them.

f. Age and Situation

The Last is crosstab calculation between consumers age and consumer perception about situation of locations. The result shows that 73.8% ranging from 17-20 years old, 68.5% ranging from 21-24 years old, 76.2% ranging from 25-28 years old and 69.2% ranging from 29-33 years old have a good assessment towards Sabana Fried Chicken location situation. So that it can be concluded that the average from all consumer age range assess Sabana Fried Chicken situation good.

4.2.2.2. Crosstab between Monthly Expense and 6 Stimulus Factor

a. Monthly Expense and Product

Actually, the purchase intention of buyer also depends on consumers expense because the amount of money that consumers spend every month can determine their consumptive behavior to select the product they want to purchase. Based on cross tabulation result between consumers monthly expense and product of Sabana Fried Chicken, the table above shows that 74.1% consumers with monthly expense < 1 million, 76.8% with monthly expense 1-2 million, 76.3% with monthly expense 3-4 million, 33.3 % with monthly expense 5-6 million and last 30 % with monthly expense > 6 million have fair assessment towards Sabana Fried Chicken product. It can be concluded that the average of all consumers from monthly expense range (73,8%) assess Sabana Fried Chicken product fair.

b. Monthly Expense and Retail Outlet

The calculation result of crosstab calculation between consumers monthly expenses and retail outlet, shows that 77.8% consumers with monthly expense < 1 million, 68.7% with monthly expense 1-2 million, 68.4% with monthly expense 3-4 million, 66.7 % with monthly expense 5-6 million, and 60 %

with monthly expense > 6 million assess Sabana Fried Chicken retail outlet fair. It can be concluded that the average of all consumers from monthly expense range (70,5%) have fair perception towards Sabana Fried Chicken retail outlets.

c. Monthly Expense and Advertisement

The result of crosstab calculation between consumer monthly expense and advertisement shows that 70.4% consumers with monthly expense < 1 million, 51.5% with monthly expense 1-2 million, 60.5% with monthly expense 3-4 million, 44.4 % with monthly expense 5-6 million, and 30 % with monthly expense > 6 million assess Sabana Fried Chicken advertise good. It can be concluded that the average of all consumers from monthly expense range (56.7%) have a good perception towards Sabana Fried Chicken advertise.

d. Monthly Expense and Sales Personnel

The calculation shows the result of crosstab calculation between consumer monthly expense and sales personnel that 74.1% consumers with monthly expense < 1 million, 57.6% with monthly expense 1-2 million , 65.8% with monthly expense 3-4 million, 68.7% with monthly expense 5-6 million, and 50% with monthly expense >6 million assess Sabana Fried Chicken sales personnel good. So, it can be concluded that the average of all consumers from monthly expense range (63.3%) have a good perception towards Sabana Fried Chicken sales personnel.

e. Monthly Expense and Price

Based on calculation the result of crosstab calculation between consumer monthly expense and Sabana Fried Chicken product price shows that 59.3% consumers with monthly expense < 1 million, 63.6% with monthly expense 1-2 million , 53.6% with monthly expense 3-4 million, 88.9% with monthly expense 5-6 million, and 59.3 % with monthly expense > 6 million assess Sabana Fried Chicken price good. It can be concluded that the average of all consumers from monthly expense range (61.0%) thought that Sabana Fried Chicken price is affordable for them.

f. Monthly Expense and Situation

The result from crosstab calculation between consumers monthly expense and Sabana Fried Chicken situation of locations shows that 75.9% consumers with monthly expense < 1 million, 68.7% with monthly expense 1-2 million , 68.4% with monthly expense 3-4 million, 100% with monthly expense 5-6 million and last 60 % with monthly expense > 6 million assess Sabana Fried Chicken situation location good. It can be concluded that the average of all consumers from monthly expense range thought that Sabana Fried Chicken situation of location is good.

4.2.2.3. Crosstab between Occupation and 6 Stimulus Factors

a. Occupation and Product

Researcher needs to know consumers occupation to make sure who are exactly Sabana Fried Chicken consumers. The consumer occupations are also important to know because it is related to the product purchase planning ([Azzahra, 2012](#)), and to where the Sabana Fried Chicken must be located. Based on cross tabulation result between consumers occupation and product factor, the table shows 75.9 % of students, 100% of civil servants, 65.2% of private company employees, 50% of self employed, and 60% of others have a fair assessment towards Sabana Fried Chicken product. It can be concluded that the average of all consumers from occupation range (73.8% respondents) assess Sabana Fried Chicken product fair.

b. Occupation and Retail Outlet

The cross tabulation result between consumers occupation and Sabana Fried Chicken retail outlet shows 70.7 % of students, 100% of civil servants, 73.9% of private company employees, 50% self employed and 60% of other have a good perception towards Sabana Fried Chicken retail outlet. It can be concluded that the average of all consumers from occupation range (70.5% respondents) assess Sabana Fried Chicken retail outlet fair.

c. Occupation and Advertisement

Based on crosstabulation result between consumers occupation with Sabana Fried Chicken advertisement, the table above shows 54,0 % students, 100% of civil servants, 65.2% of private company

employees, 66.7% of self employed, and 80% of others have a good assessment towards advertisement. It can be concluded that the average of all consumers from occupation range (56.7%) respondents assess Sabana Fried Chicken advertisement good.

d. Occupation and Sales Personnel

The cross tabulation result between consumers occupation and Sabana Fried Chicken sales personnel shows 64.9% of students, 100% of civil servants, 47.8% of private company employees, 50% of self employed and 80% of others have a good perception towards Sabana Fried Chicken sales personnel. It can be concluded that the average of all consumers from occupation range (63.3%) respondents assess Sabana Fried Chicken sales personnel good.

e. Occupation and Price

The cross tabulation calculation result between consumers occupation and price of Sabana Fried Chicken product shows 60.3% of students, 0% of civil servants, 60.9% of private company employees, 83.3% of self employed, and 80% of others said that Sabana Fried Chicken price is good for them. It can be concluded that the average of all consumers from occupation range (61.0%) respondents assess Sabana Fried Chicken price affordable for them.

f. Occupation and Situation

The last is cross tabulation calculation between consumer occupation and Sabana Fried Chicken location situation. The result shows 72.4% of students, 100% of civil servants, 60.9% of private company employees, 83.3% of self employed, and 60% of others have a good perception towards Sabana Fried Chicken location situation. . It can be concluded that the average of all consumers from occupation range (71.4% respondents) assess Sabana Fried Chicken location good.

4.2.3. Reliability and Validity

Validity test for each item was used by correlating the scores of each item with the total score which is the sum of all item score. The value is valid if the score of each item has a minimum variable score 0.3. It means that if the variable inter-item correlation has the total score less than 0.3, the item is invalid. The validity test result of each statement is presented in the table below:

Table 4.10. Result of Validity Test for Each Item Variable Factor

No of items	Index Validity	Critical r	Explanation	No of items	Index Validity	Critical r	Explanation
X1.1	0,729	0,30	Valid	X8.1	0,908	0,30	Valid
X1.2	0,839	0,30	Valid	X8.2	0,912	0,30	Valid
X1.3	0,883	0,30	Valid	X9.1	0,839	0,30	Valid
X2.1	0,858	0,30	Valid	X9.2	0,893	0,30	Valid
X2.2	0,866	0,30	Valid	X9.3	0,860	0,30	Valid
X2.3	0,797	0,30	Valid	X10.1	0,833	0,30	Valid
X3.1	0,949	0,30	Valid	X10.2	0,853	0,30	Valid
X3.2	0,946	0,30	Valid	X10.3	0,786	0,30	Valid
X4.1	0,878	0,30	Valid	X10.4	0,762	0,30	Valid
X4.2	0,840	0,30	Valid	X11.1	0,792	0,30	Valid
X4.3	0,871	0,30	Valid	X11.2	0,823	0,30	Valid
X5.1	0,758	0,30	Valid	X11.3	0,772	0,30	Valid
X5.2	0,847	0,30	Valid	X11.4	0,689	0,30	Valid
X5.3	0,827	0,30	Valid	X12.1	0,887	0,30	Valid
X6.1	0,752	0,30	Valid	X12.2	0,885	0,30	Valid
X6.2	0,841	0,30	Valid	X13.1	0,887	0,30	Valid
X6.3	0,797	0,30	Valid	X13.2	0,903	0,30	Valid
X7.1	0,909	0,30	Valid	X14.1	0,917	0,30	Valid
X7.2	0,925	0,30	Valid	X14.2	0,907	0,30	Valid

Source: Appendix of validity and reliability

The result on the table above shows that the value of correlation (r) for the index validity each item score with all total score factor dimension that can influence consumers to buy is greater than 0.3 which means all items are valid, so that the questionnaire of factors that can influence consumer purchase intention deserves as research data.

The reliability test used is Crombach Alpha formula. The test results can be reliable if the score of reliability coefficient positive and above 0.7. Based on calculation process by SPSS the result is as follows:

Table-4.11.Result of Reability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.949	38

Source : Appendix of Validity and Reliability Test

The result table above shows that the questionnaire all of variables factors influencing consumer purchasing decisions have reliability coefficient greater than 0.70, so that the questionnaire variables are empirically reliable and can be used in this research for further research.

4.2.4. Data Analysis

4.2.4.1 Confirmatory Analysis

a. Normal Distribution Test

The correct estimation method for Confirmatory Factor Analysis can be determined based on type of data distribution that for the first step, researcher is to conduct normality distribution assumption test for each variable indicator for both Univariate and Multivariate. Normality Univariate test aims to check wheter each item variable data is normal distribution or not, while Normality Multivariate test is used to know whether all of variables indicators are normal distribution or not.

For normal distribution data, the parameter estimation test is used with Maximum Likelihood method, while for data with not normal distribution the test is used with Robust Maximum Likelihood method. Normality the test is conducted by seeing the score of Skewness and Kurtosis statistic. The criteria for this test, if p-value Chi-square Skweness and Kurtosis is greater than 0.05, it means Univariate normal distribution. The result of normality test for this research shown on the table below :

Tabel-4.12. Univariate Normal Distribution Test

Variabel	Skewness		Kurtosis		Skewness and Kurtosis		Keterangan
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value	
X1.1	-4.655	0.000	3.427	0.001	33.409	0.000	Tidak Normal
X1.2	-1.877	0.061	0.062	0.950	3.525	0.172	Normal
X1.3	-2.029	0.043	1.103	0.270	5.333	0.070	Normal
X2.1	-2.651	0.008	0.167	0.868	7.055	0.029	Tidak Normal
X2.2	-2.014	0.044	0.583	0.560	4.396	0.111	Normal
X2.3	-2.179	0.029	-0.883	0.377	5.527	0.063	Normal
X3.1	1.254	0.210	-1.975	0.048	5.474	0.065	Normal
X3.2	0.575	0.565	-0.019	0.985	0.331	0.847	Normal
X4.1	-0.995	0.320	-0.958	0.338	1.906	0.385	Normal
X4.2	-1.309	0.190	-0.891	0.373	2.508	0.285	Normal
X4.3	-2.294	0.022	0.444	0.657	5.458	0.065	Normal
X5.1	-2.061	0.039	1.849	0.064	7.669	0.022	Tidak Normal
X5.2	-1.937	0.053	0.831	0.406	4.444	0.108	Normal
X5.3	-3.430	0.001	0.400	0.689	11.924	0.003	Tidak Normal
X6.1	-3.518	0.000	1.243	0.214	13.922	0.001	Tidak Normal
X6.2	-0.362	0.717	-0.813	0.416	0.793	0.673	Normal
X6.3	-1.066	0.286	-0.399	0.690	1.295	0.523	Normal
X7.1	-2.402	0.016	-0.028	0.978	5.772	0.056	Normal
X7.2	-1.565	0.118	-0.778	0.437	3.053	0.217	Normal
X8.1	-1.611	0.107	0.077	0.938	2.601	0.272	Normal
X8.2	-0.455	0.649	-0.284	0.776	0.287	0.866	Normal
X9.1	-1.844	0.065	-0.453	0.650	3.606	0.165	Normal

Continue

X9.2	-1.157	0.247	-0.498	0.619	1.586	0.452	Normal
X9.3	-3.166	0.002	0.340	0.734	10.137	0.006	Tidak Normal
X10.1	-2.312	0.021	0.171	0.864	5.373	0.068	Normal
X10.2	-2.456	0.014	-1.597	0.110	8.583	0.014	Tidak Normal
X10.3	0.860	0.390	-0.521	0.602	1.012	0.603	Normal
X10.4	-1.899	0.058	-2.095	0.036	7.995	0.018	Tidak Normal
X11.1	-2.735	0.006	0.376	0.707	7.621	0.022	Tidak Normal
X11.2	-2.707	0.007	-0.062	0.950	7.330	0.026	Tidak Normal
X11.3	-2.606	0.009	0.657	0.511	7.225	0.027	Tidak Normal
X11.4	-1.866	0.062	0.578	0.563	3.814	0.149	Normal
X12.1	-4.272	0.000	0.806	0.420	18.898	0.000	Tidak Normal
X12.2	-1.197	0.231	-2.162	0.031	6.105	0.047	Tidak Normal
X13.1	-1.911	0.056	-1.091	0.275	4.842	0.089	Normal
X13.2	-1.094	0.274	-1.948	0.051	4.989	0.083	Normal
X14.1	-3.422	0.001	1.645	0.100	14.414	0.001	Tidak Normal
X14.2	-1.903	0.057	0.315	0.753	3.722	0.156	Normal

Source : Data Research

The result of Univariate normal distribution test for each indicator variable based on table 4.1 shows there are indicator variables that are not in normal distribution so that it can not fulfill the univariate normal distribution criteria.

Tabel-4.13.Multivariate Normal Distribution Test

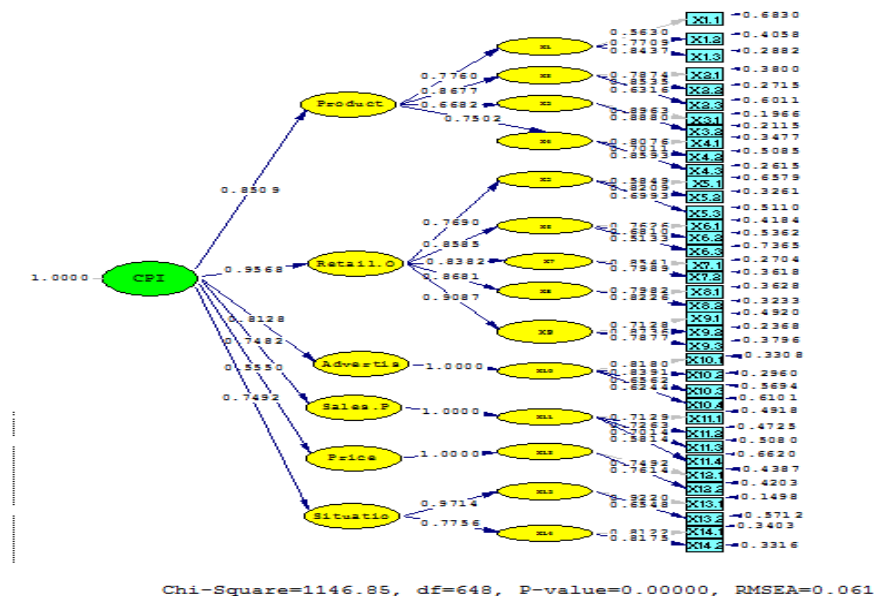
Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
397.039	25.396	0.000	1686.431	13.100	0.000	816.581	0.000

Source : Data Research

b. Result of Confirmatory Factor Analysis

There are 6 factors that can influence Sabana Fried Chicken consumers to make purchase. From all of variable inside factors influencing consumers, the weight factor estimation was done with Confirmatory Factor Analysis by LISREL 8.7 software. The result of Confirmatory Factor analysis is shown on table below:

Figure-4.1.Result of Confirmatory Factor Analysis (CFA)



Source: Data Research

The result of multivariate normal distribution test based on table above can be concluded that from all variables indicators there are not multivariate normal distribution. It is shown in p-value score for Skewness and Kurtosis which is less than 0.05, so that the suitable estimation method for multivariate which has no normal distribution is Robust Maximum Likelihood (RML).

c. Goodness of Fit Test (GOF)

This test is used to know whether the model can be suitable for population or only for sample of this research. This model can be suitable if konvarian matrix of sample is not different from or can estimate konvarian matrix of data population.

Through the suitable model, the null hypothesis can be accepted. The model identification is based on degree of freedom which is $df = 684$.

Table-4.14.GOF Result

No.	Ukuran GOF	Cut off	Hasil Model	Keterangan
1.	χ^2 (Chi-square)	708.330	1146.86	Marginal
2.	Probability	>0.05	0.0000	Marginal
3.	χ^2/df	<2	1.770	Acceptable
4.	<i>Root Mean Square Error of Approximation (RMSEA)</i>	< 0.08	0.061	Good
5.	Normed Fit Index (NFI)	>0.90	0.937	Good
6.	Non-Normed Fit Index (NNFI)	>0.90	0.969	Good

Source : Appendix Result of Lisrel Output

The result of calculation shows χ^2 is 1146,86 with p-value = 0.000 which means the value is significant. So that as indicated on the table criteria, the model can not meet the ideal criteria where χ^2 is less then p-value = 0.05. But, because the comparison χ^2/df is less then 2 the model can be accepted to explain the correlation among factors.

Based on *Root Mean Square Error of Approximation* (RMSEA) this data is less than 0.08 which means this model fit and another factor is Normed Fit Index (NFI) which is greater than cut point 0.937, and the last is Non-Normed Fit Index (NNFI) which is greater than 0.90 which fit to explain the correlation between the factors and decision to make purchase.

4.3. Result of Hypothesis Test

For hypothesis test correlation between indicator factor and research variable the t-test has to be done and the correlation between factor indicator and variables used in this research have to be identified.

Tabel-4.15. Result of Calculation Weight Influence Factors

Factors influencing consumers to buy	Weight of Factor	T	R ²
Product	0.851	6.421	0.724
Retail outlets	0.957	3.042	0.915
Advertisement	0.813	5.949	0.661
Sales personnel	0.748	6.115	0.560
Price	0.555	4.810	0.308
Situation	0.749	5.268	0.561

The result from calculation shows that there is correlation between factors influencing consumers to buy (product, retail outlet, advertisement, sales personnel, price and situation) and purchase intention of Sabana Fried Chicken consumers with coefficient for all factors greater than critical T which is 1.960. This calculation shows that the result of hypothesis test is significant (H_0 rejected).

So, the result for this hypothesis are : There is influence correlation between product, retail outlet, advertisement, sales personnel, price and situation with the consumers purchase intention of Sabana Fried Chicken.

a. Factor Contribution that Can Influence Consumers Purchase Intention of Sabana Fried Chicken

The contibution weight for each factor that can influence consumers purchase intention of Sabana Fried Chicken in Bandung can be seen from R^2 value shown on table below :

Tabel-4.16.Weight Factor that Can Influence Consumers Purchase Intention of Sabana Fried Chicken

Influencing Factor	Weight factor	R^2
Product	0.851	0.724
Retail outlets	0.957	0.915
Advertisement	0.813	0.661
Sales personnel	0.748	0.560
Price	0.555	0.308
Situation	0.749	0.561

Source : Data Research

As indicated on the table above Coefficient of determination (R^2) is used to measure how much the contribution of independent variables collectively towards the dependent variable (consumers purchase intention) .

The result from Confirmatory Factor Analysis shows that all of factors have a great impact to influence consumers purchase intention because the weight from the weight factor of each factor is greater than 0.5.

However, as it is shown by percentage of contribution (R^2) the first dominant factor that can influence consumers purchase intention to buy Sabana Fried Chicken is retail outlet which has 91.5 % contribution, the second dominant factor is product with percentage of contribution of 72.4 %, the third factor is advertisement that has 66.1 % contribution percentage, the fourth factor is situation which has contribution of 56.1%, the fifth is sales personnel with contribution percentage of 56.0%, and the last but not the least is price with contribution value of 30.8%.

5. Conclusion and Recommendation

5.1. Conclusion

Based on the analysis result related to factors that can influence consumers purchase intention of Sabana Fried Chicken especially for Y and Z generation in Bandung, researcher has come to a conclusion as follows:

1. To know the current condition of Sabana Fried Chicken, observation and interview with Sabana Fried Chicken consumers have been done. The result was a factor that must influence five consumer purchase intentions and affects directly the process of purchasing is the taste of product. The product is one of stimulus factors that affect to consumers purchase decision. This means that product has the ability to influence consumers at the point of purchase. The situation of location and price is the second factor that can affect consumer to make a purchase.
Most of consumers thought that Sabana Fried Chicken locations can be found easily and near from their workplace. So that Sabana Fried Chicken location can affect consumers to buy Sabana Fried Chicken. Overall Sabana Fried Chicken consumers thought that Sabana Fried Chicken price is affordable for them and it makes consumers prefer to buy Sabana Fried Chicken rather than others.
2. From crosstab analysis on buyers, the result was given by the large number of buyers by age groups, economic classes and jobs.
The most consumers by analyzing age group and monthly expense are consumers who are in all of age groups and monthly expenses, but especially those who are in age between 21 to 24 years old and those who have 1 to 2 million monthly expense. Most of age range of Sabana Fried Chicken consumers said that Sabana Fried Chicken product and retail outlet are fair. While advertisement, sales personnel, situation and price are good. In other words, according to their occupations, the consumers are from all groups of occupations, but the most are especially from student group.

Most of Sabana Fried Chicken consumers from all occupation groups said that Sabana Fried Chicken product is fair, while advertisement, sales personnel, situation and price are good.

3. To answer the hypothesis test using t test, all six stimulus factors that can influence consumer purchase intention of Sabana Fried Chicken in Bandung are significantly affect with t score for each variable factor greater than critical t 1.96 which means that there is a correlation between six factors (X) and consumers purchase intention (Y).
4. Moreover, based on Confirmatory Factor analysis, six stimulus factors influence consumers purchase intention of Sabana Fried Chicken especially for Y and Z generation, by looking at R^2 which shows the weight for each variable. There are three dominant factors that are most important to influence consumers purchase intention.

The first is retail outlet with dominant impact of value contribution of 91.5%, the second factor is product that can influence consumers purchase decision with value contribution of 72.4%, and the third dominant factor is advertisement (sign age) that can form purchase decision of Sabana Fried Chicken consumers of 66.1%. Other factors are situation which has weight contribution of 56.1 %, followed by sales personnel with 56.0 % contribution, and the last but not the least is price with contribution value of 30.8%.

5.2. Recommendation

- a. According to the interview result, most of consumers buy Sabana Fried Chicken because of product, price and situation itself. To improve this, the suggestion for Sabana Fried Chicken is they should focus on their product especially for taste to get more consumers and make current consumers loyal. If the taste is still delicious or improved to be more delicious automatically the figures of sales and revenue will be increased. The second factor that affects consumer purchase intention is price.

Sabana Fried Chicken should also consider if they want to increase the price because pricing is one of the strength factors for Sabana Fried Chicken rather than other brands. The third factor is situation. The situation affects consumer purchase intention because many consumers buy Sabana Fried Chicken because the locations of Sabana Fried Chicken are near from their activity places. Sabana Fried Chicken should consider the locations which are closer to the buyers. The recommendation from consumers is that Sabana Fried Chicken should keep health and hygiene because sometimes sales personnel of Sabana Fried chicken are lack of it. If Sabana Fried Chicken increases the hygiene and health it will improve their consumer trust to buy Sabana Fried Chicken.

- b. Based on crosstab analysis on buyer result, the results may provide input to the owner of Sabana Fried Chicken outlet indirectly. By analyzing age group and monthly expense, Sabana Fried Chicken should improve the quality of product and retail outlets because these factors are the two most important stimulus factors that can influence consumers purchase intention of Sabana Fried Chicken.

If both factors are improved in quality it will automatically improve the influence of consumers to buy Sabana fried Chicken. In other words, the number of buyers according to the occupation, Sabana Fried chicken should improve the quality of product as well

The three factors from different group classification shows the most important thing for Sabana Fried Chicken is to improve the quality of product itself including the quality of taste, quality of raw materials and chicken, because these factors will affect consumers especially for student buyers.

- c. From confirmatory analysis result, there are three factors which are derived from six stimulus factor variables. The variables that have highest weight forming factor analysis are product, retail outlet and advertisement.

Through these results, product quality, product hygiene, product health, product packaging, frying pan, dough container, wrapping area, chicken and rice containers, and sign age must be considered by Sabana Fried Chicken owner in developing their business and increasing sales.

References

- Azzahra, A., 2012. Analyzing the factors that affecting consumer's purchase intention on toimoi store Jakarta. Institut Teknologi Bandung. pp: 7-20.
- Barker, C., P. Nancy and E. Robert, 2002. Research methods in clinical psychology an introduction for students and practitioners. 2nd Edn., Ohio: John Wiley & Sons, Ltd.
- Dodds, W.B., K.B. Monroe and D. Grewal, 1991. Effect of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3): 307-319.
- Hoyer, W.D. and D.J. Macinnis, 2010. Consumer behavior. United States of America: Harcourt College.
- Keller, K.L. and K. Philip, 2012. Marketing management. 14th Edn., England: Pearson.
- Kotler, P., 2000. Marketing management: Analysis, planning, implementation, and control. 10th Edn., New Jersey: Prentice-Hall.
- Kwek, C.L., H.P. Tan and T.C. Lau, 2010. Investigating the shopping orientations on online purchase intention in the e-commerce environment: A Malaysian study. *Journal of Internet Banking and Commerce*, August 2010, 15(2).
- Said and Thomas, 2000. Franchising for dummies. New York: Hungry Minds.
- The U.S Small Business Administration, 2010. Small business. Available from <http://www.sba.gov/content/what-sbas-definition-small-business-concern> [Accessed 24 March 2014].
- Wikipedia, 2013. Exploratory research. Available from http://en.wikipedia.org/wiki/Exploratory_research [Accessed 24 March 2014].