

## Does Dummy Food Display Effect on Food Purchase Decisions? (A Case Study of Coco Ichibanya Neo Soho Jakarta)

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### ABSTRACT

**Purpose:** This research aims to determine the effect of dummy food displays on the food purchasing decision at Coco Ichibanya Neo Soho, West Jakarta, Indonesia.

**Research methods:** This research has a dummy food display as an independent variable and a purchasing decision as to the dependent variable. The measurement of variables used in this research is a Likert scale. The population is consumers who have visited Coco Ichibanya Neo Soho West Jakarta. This research used 96 respondents who were sampled because they met the specified criteria. The accidental sampling method is the method applied in this research. This research used questionnaires as primary data and websites, journals, books, and others related to the research as secondary data. The analyzing method used in this research is a simple regression test method with the help of an SPSS 25 computerized program.

**Results and discussion:** The validity test results state the dummy food display ( $0.368-0.662 > 0.1$ ) and purchasing decisions ( $0,400-0,621 > 0.1$ ) so that it is claimed as valid. T-test results conclude that the dummy food display has a positive effect on purchasing decisions because the significance value of 0,000 is less than the value of 0.05.

**Implication:** The dummy food display has a positive and significant effect on purchasing decisions. It can be useful to answer the problem regarding the purchasing decision of Coco Ichibanya Neo Soho based on the dummy food display.

**Keywords:** product display, dummy food display, purchase decision.

### INTRODUCTION

The world has experienced the development of the service industry in the food and beverage sector which is increasing which creates promising opportunities to do business in this field. This sector has brought a positive influence to Indonesia which can be used as an example of the application of industrial technology 4.0 and Society 5.0. There are so many suppliers and users that Indonesia has begun to implement and develop the food and beverage sector in the form of foreign products and local products. This development has inspired many people to create new opportunities that are quite competitive for the international market and have been adapted to the latest trends (Annisa, 2018).

This can make people get an innovation accompanied by the creativity as a means to have a business in the food and beverage sector. Entrepreneurs always think about how to increase sales in the food and beverage sector so that ideas about food displays emerge. After this innovation was developed to create fake food or artificial food or dummy food (food replicas) that can make it easier for consumers to see the food on the menu clearly and in detail.

At the beginning of the 20th century Fake foods / artificial food/dummy food (food replicas) were invented in Japan by Takizo Iwasaki who pioneered the food replicating technique and spread it throughout Japan. He set up a factory in his hometown, Gunjoyawata, Gifu prefecture. Gifu is one of the number one food replica manufacturers in Japan with a market share of 60%. Gifu is a source of food replicas on display in over half of Japan (japan-brand, 2014). Iwasaki Mokei was the first person to open a food replica workshop (sample village Iwasaki) in 1932 which has served almost the entire food replica market in Japan. Iwasaki Mokei's first shop is in the suburbs, then the second one is in the city center (www.japan-guide.com, 2019).

Food replicas can provide expectations and curiosity about the products offered regarding the appearance of the food, the deliciousness of the food, and the quality of the food. Vision is the first thing that affects the decision to buy, besides that there is also curiosity about the product that makes consumers consider the decision to buy or not. This method is an effective promotion and also does not require a lot of money, it only requires regular maintenance and adjusted settings. The purchase decision process for food replicas, namely receiving information about food visually, considering, and deciding to buy. This dummy food display innovation can bring benefits to the restaurant in increasing sales and attracting customers because of its attractive appearance with colors made in such a way that it resembles the original shape which can affect purchasing decisions.

This research was conducted at Coco Ichibanya Neo Soho Jakarta. Coco Ichibanya is a Japanese food service company based in Ichinomiya, Aichi, Japan. This restaurant uses a dummy food display to promote the food menu it sells. Prospective consumers will see food replicas displayed in front of the outlet, this food replica becomes a representative picture of the food or drinks that consumers will get when ordering. This trick is so effective that buyers have an idea of what kind of food they will get when ordering.



Figure 1. Dummy food display at Coco Ichibanya Neo Soho Jakarta (Source: Neo Soho Jakarta, 2021).

According to Alma quoting Schultz (2004: 184), the display is an urge to attract attention and interest in a product that can trigger a desire to buy based on direct visual appeal. According to Sopiah and Syihabudhin (2008: 238) states that the display is an effort that requires structuring displays towards consumers so that they can be easily seen and attract consumers to buy because of the emergence of consumer interest in buying can be influenced by a good display. The display is a product arrangement that can be seen easily by consumers which aim to attract consumers to see and decide to buy (Putri, 2008).

Purchasing decisions are the best conclusions in making purchase decisions so that consumers can reach these conclusions by carrying out various activities. The existence of quality in the activities carried out creates a totality of conclusions that are following the wishes and needs of consumers (Budi, 2012). Based on the theoretical studies that have been described, the hypotheses in this study are as follows: H1: The dummy food display influences the decision to buy food and drinks at Coco Ichibanya Neo Soho.

The conceptual framework of the research in this study is as follows (Figure 2).

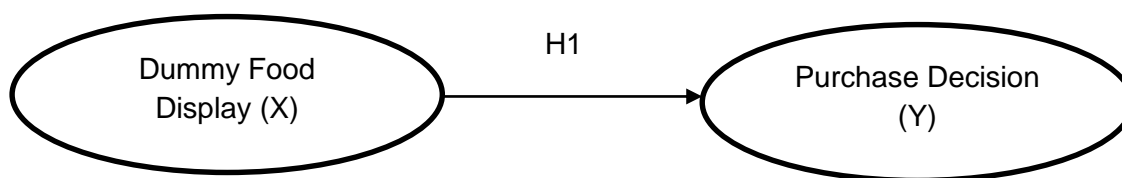


Figure 2. Conceptual Framework.

## RESEARCH METHODS

The location of the research was carried out in Coco Ichibanyak Neo Soho Jakarta, Central Park Neo Soho, Jalan Letjen S. Parman, Grogol Petamburan, West Jakarta. The population used in this study are consumers at Coco Ichibanya Neo Soho Jakarta. by using a population that is infinite population / not limited so that researchers use this type of population because of the large number of populations and the exact number they have is not known. This study has population criteria that can be used as samples, namely: (1) Have you been to Coco Ichibanya Neo Soho, (2) Have you ever bought Coco Ichibanya Neo Soho products.

This study applies the accidental sampling method which can take samples when anyone coincidentally meets a researcher who has a match so that it can be used as a sample or data source. Regarding the calculation of the sample in this study using the Lemeshow formula. So from the above calculations can be obtained the results of the minimum sample required by the number of 96 respondents who will be used in this study.

Data collection is done by distributing questionnaires obtained from individual sources or individuals such as the results of the questionnaire through the google form media. The analytical method used in this study is a simple regression test method using statistical analysis and testing the influence between the independent variable and the dependent variable through the help of the SPSS 25 computerized program. The multiple linear regression equation for simple linear regression is as follows.

$$Y=a+Bx.....(1)$$

Y : Purchase decision

a : Constant (Y value if X = 0)

b : Regression coefficient (significance value increase or decrease in variable Y to variable X)

X : Dummy Food Display

## RESULTS AND DISCUSSION

This study used 96 respondents who were used as samples with the criteria of having visited and made a purchase. The research was conducted at Coco Ichibanya, Central Park Neo Soho, Jalan Letjen S. Parman, Grogol Petamburan, West Jakarta.

The results of the study stated that the dummy food display variable had a correlation value between 0.368 to 0.626 whose value was more than the predetermined 0.1 value and the purchasing decision variable had a correlation value of 0.400 to 0.621 which value was more than the predetermined 0.1 value. . Therefore, the statement under study is declared valid.

Based on research conducted, the dummy food display variable produces an alpha value of 0.703 while the purchase decision variable produces an alpha value of 0.700, both of which are greater than the predetermined value of 0.6 so that it can be ascertained that the statement is reliable.

The Simple Linear Regression Analysis used in this study aims to find out the effect of the dummy food display (X) on purchasing decisions (Y).

Table 1: Result of regression equation coefficient about the effect of dummy food display on purchase decision

No	Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	13,493	2,003		6,735	0.000
	TOTAL	0.236	0.072	0.319	3,269	0.002

[Source: Primary Data, 2021]

Based on table 1, the results of the regression equation coefficient state that if the dummy food display is 0, then the purchase decision is positive at 13,493. If the dummy food display has increased, then the purchase decision has increased by 0.236 so that the relationship between the two variables is declared positive. Therefore, it is predicted that the better the use and arrangement of the dummy food display can improve purchasing decisions.

The results of the hypothesis test state that the significance value is 0.000 which is less than the 0.05 value and the t-count value are 3.269 which is more than the t-table value of 1.986 so that the dummy food display has a positive and significant effect on purchasing decisions so that H1 is accepted. This research is in line with research conducted by Setiawan (2019) and research conducted by Aurelius (2010).

R2 or often referred to as the coefficient of determination is an additional influence arising from the independent variable on the dependent variable. In addition, R2 can estimate and see the magnitude of the contribution to the effect of the independent variables simultaneously on the dependent variable. The R-value is estimated to be between 0 to 1, if it is close to 0 then the relationship is

getting weaker, whereas if it is approaching 1, the relationship is getting stronger and tighter. This number will be converted into a percent, which means the percentage determines the effect of the independent variable on the dependent variable.

Table 2: R<sup>2</sup> Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.319a	0.102	0.093	1,898

[Source: Primary Data, 2021]

Based on table 2, the research results of R Square stated that there was an effect of dummy food display on purchasing decisions by 10.2%, and the remaining 89.8% was influenced by other factors such as price, brand, promotion, location, and others. The result of the percentage of R square is stated to be very low because many respondents are still not familiar with or know about dummy food displays which are not commonly used in Indonesia.

## CONCLUSION

The results of the R<sup>2</sup> test above state that the effect of dummy food display on purchasing decisions is 10.2% while the rest is influenced by variables not discussed in this study. Based on these results, it can be a new input or innovation for restaurants and companies in the food and beverage sector. Low influence due to lack of knowledge about dummy food displays, this research was conducted to help readers to increase their knowledge about dummy food displays.

The results of the tests that have been carried out state that the effect of dummy food displays on purchasing decisions for Coco Ichibanya Neo Soho products is 10.2%. The percentage results can be stated as very low so it is hoped that the displays on display are used in such a way as possible to increase marketing or sales. Consumers also need to be given notice about dummy food displays that can make consumers see this before ordering. Based on the results of the regression coefficient which states that purchasing decisions will increase if the use and arrangement of the dummy food display are getting better, so the researchers hope that Coco Ichibanya can display the dummy food display properly so that it can attract the attention of consumers.

The results of the hypothesis test state that the dummy food display has a positive and significant effect on purchasing decisions. Hopefully, this conclusion can be useful and answer the problem regarding the purchasing decision of Coco Ichibanya Neo Soho based on the dummy food display.

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