THE EFFECT OF HYGIENE SANITATION AND PROMOTION ON PURCHASE DECISIONS AT FAVELA SUNSET CAFE BOGOR

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Abstract

Cleanliness and sanitation are the most important things that must be considered to ensure that the products served to customers are safe and free from various viruses and bacteria. These issues, Hygiene Sanitation and promotion must be considered by food and beverage entrepreneurs to increase the interest of buyers. The purpose of this study was to determine whether or not Hygiene Sanitation and Promotion influencing the purchase decisions at Favela Sunset Cafe Paledang, Bogor. The research method used is quantitative research. The data analysis used in this study consisted of multiple linear regression analysis with SPSS V 20.0. The result of the study concluded that the Effect of Hygiene Sanitation and Promotion on Purchase Decisions at Favela Sunset Cafe Paledang Bogor had a positive and significant influence.

Keywords: Hygiene, Sanitation, Promotion, Purchase Decision, Favela Sunset Cafe

INTRODUCTION

The impact of the COVID-19 pandemic has become a big test for almost the entire tourism industry, especially in agencies that deal directly with food and beverages such as cafes and restaurants. Hygiene Sanitation is something that is often neglected by most food and beverage entrepreneurs in Indonesia, starting from street vendors, cafes, and even star hotels. In an online article belonging to the Center for Food and Study at Gadjah Mada University (PSP UGM) on July 20, 2020 and data from the Ministry of Health, it shows that about 29% of the causes of various cases of food poisoning in Indonesia are due to hygiene factors. The main contamination comes from employees who process food because of the direct contact of employees' body parts with food, whether intentional or not.

Hygiene Sanitation is the most important thing that must be considered to ensure that food and beverage products served to buyers are safe and free from various viruses and bacteria. When the COVID-19 pandemic occurred, this became an important spotlight that cafe and restaurant business people needed to pay extra attention to, considering that this type of business is a gathering point for the general public. In a webinar series themed on Food Safety held by the Center for Food and Study of Gadjah University (PSP UGM) in collaboration with the Yogyakarta Special Region Food and Drug Administration (BBPOM DIY) and the Indonesian Food Safety Professional Association (APKEPI) on June 5, 2020, Dr. Rustyawati as a resource person explained the importance of proper food hygiene and sanitation practices in the process of production and distribution of processed food. Food sanitation is an effort to create and maintain healthy and hygienic food conditions that are free from the dangers of biological, chemical, and other contaminants. Sanitation also aims to prevent and minimize the risk of spreading the COVID-19 virus and ensure food quality and safety.

Azwar (in Poppy S, 2019: 5) explains that when viewed from environmental health sciences, the terms hygiene and sanitation have the same purpose and are closely related to one another, namely protecting, maintaining, and enhancing the health status of humans (individuals and communities). However, in its application, the terms hygiene and sanitation have a difference, namely that hygiene is more directed to humans (individuals and communities),

while sanitation is more focused on human environmental factors. Sihite (in Anisatul A 2016:218) states that hygiene is a term that comes from English, namely: "hygiene" which means preventive health efforts that focus on individual health efforts, as well as human personal health efforts. Hygiene is more aimed at the environment. The word hygiene comes from the Greek word "hugicine" which means healthy and clean, and if we translate it more broadly it can be concluded that we can be healthy because we are clean. Meanwhile, the Ministry of Health of the Republic of Indonesia explained that hygiene is a health effort by maintaining and protecting the cleanliness of the subject such as washing hands with clean water and soap to protect hand hygiene, washing dishes to clean dishes, removing damaged parts of food to protect the integrity of the food as a whole.

Sanitation according to Labensky et al (in Yuni Y & Atun Y 2016: 3), is the creation or maintenance of conditions that are able to prevent food contamination or the occurrence of diseases caused by food. So sanitation is more directed to concrete efforts in realizing hygienic conditions and this effort is expressed by field movements in the form of cleaning, structuring, sterilizing, spraying pests and the like. The Ministry of Health of the Republic of Indonesia (in Poppy S, 2019: 5) explains that sanitation is an effort to prevent disease that focuses on activities for human environmental health. Sanitation is a health effort by maintaining and protecting the cleanliness of the environment from its subjects. For example, providing clean water for hand washing purposes, providing trash cans to accommodate garbage so that it is not disposed of carelessly. The principles and hygiene of food sanitation have been regulated in the regulation of the minister of health (Regulation of the Minister of Health of the Republic of Indonesia Number 1096/MENKES/PER/VI/2011).

In addition, public interest in healthy lifestyles and hygiene has also increased in view of the Large-Scale Social Restrictions program (PSBB) imposed by the government and health protocols that must be carried out to protect oneself and prevent the spread of viruses and bacteria. The public's attitude about COVID-19 is very good, namely optimistic that Indonesia will be free from the pandemic and agree that the consumption of balanced nutritional foods, maintaining distance and washing hands properly can prevent the transmission of COVID-19. This is relevant to the lifestyle of the Indonesian people, namely doing physical activity, tending to cook themselves, consuming fruit and vegetables, always washing hands, and having good sunbathing habits during the COVID-19 pandemic (Taufiq Firdaus, 2020).

Personal hygiene behavior can be influenced by the values and habits adopted by individuals, in addition to cultural, social, family norms, education levels, economic status and so on. Problems with personal hygiene will have an impact on a person's health. When someone is sick, one of the causes is lack of personal hygiene. This should be our common concern, because cleanliness is an important factor in maintaining individual health status. For example, changes in the skin can cause various physical and psychological disorders. Physical disturbances that occur can lead to changes in self-concept. While psychological disorders can occur because these conditions may reduce the beauty of appearance and emotional reactions.

The behavior of a person doing personal hygiene is influenced by a number of factors including:

a. Body image, the general appearance of food handlers can illustrate the importance of personal hygiene in that person. Body image is a person's subjective concept of his physical appearance. Good personal hygiene will affect the improvement of body image.

b. Socio-economic status, family income will affect the ability of the family to provide the facilities and needs needed to support life and family survival. A person's economic resources affect the type and level of personal hygiene practice.

c. Culture and personal values affect the ability of personal hygiene behavior. People from different cultural backgrounds follow different personal hygiene practices. Culturally based beliefs often define definitions of health and self-care.
d. A person's habits will affect the person's actions in everyday life. Likewise, food handlers who do not apply personal hygiene in processing food will become a habit if it is done continuously so that it affects the health of the food handlers themselves and the quality of the food produced, Mustikawati (in Diana L, 2019:13).
e. Knowledge about personal hygiene is very important, because good knowledge can improve health. Knowledge about the importance of personal hygiene and its implementation for health affects personal hygiene practice.

If hygiene is a goal, then sanitation is a real action to achieve that goal. In order for sanitation to run smoothly, various systems are needed for its implementation. Both hygiene and sanitation must of course be instilled in employees so that they are carried out consistently so that the quality of hotel or restaurant products and services remains in an acceptable class. Cafe means coffee drink. This coffee drinking activity has become a habit and the location used as a place to drink is called a Cafe which is now not only a place to drink coffee but also a variety of other drinks. From a cultural point of view, the Coffeehouse or Cafe functions as a center for social interaction, as well as providing a place for visitors to be able to write, discuss, spend time, chat, read, both individually and in small groups of two or three people. In the 17th century, the Coffeehouse or Cafe was a place for politicians to gather to criticize the government system freely without fear. In Indonesia, cafes are one of the businesses that has a lot of interest and targets, especially teenagers and students.

METHODS

This research method uses a quantitative approach with multiple linear regression analysis techniques. Quantitative method is a research method based on the philosophy of positivism, used to examine a particular population or sample. The sampling technique was carried out randomly, data collection using research instruments, statistical data analysis to test the established hypothesis. The population in this study were buyers from Favela Sunset Cafe Paledang Bogor. sampling technique in this study was carried out using the purposive sampling, which is a sampling method based on considerations of certain criteria and conditions and must represent the population to be studied. The criteria that will be used are customers who visit Favela Sunset Cafe Paledang Bogor who have made a minimum number of purchases by consumers twice. This criterion was chosen because respondents who have made purchases at least twice are considered to have become loyal customers who have often made purchases at Favela Sunset Cafe Paledang Bogor.

In this study, the number of consumers of Favela Sunset Cafe in January 2021 was 739 consumers, the sample of respondents in this study was adjusted to 100 people or about 12%. Samples were taken based on the non-probability sampling technique; Purposive sampling, where the researcher provides equal opportunities for each member of the population (visitors) to be selected as a sample in the population itself. The data collection method used in this research is through 1) observation, namely observations made directly to an object under study, by observing the object directly. Objects are customers of Favela Sunset Cafe Paledang Bogor; 2) interview is a method of collecting data by means of a one-sided question and answer that is carried out systematically and based on research objectives by using a list of questions, and is a way of obtaining direct data; 3) literature study is a method of collecting data and information by carrying out library activities through books, journals, previous research and so on related to

the research being carried out; 4) questionnaire is a data collection technique which is done by giving a set of questions or written statements to respondents to answer.

RESULTS AND DISCUSSION

The purpose of this study was to determine whether or not the influence of Hygiene Sanitation (X1) and Promotion (X2) on Purchase Decisions (Y) at Favela Sunset Cafe Paledang, Bogor. The data that is used as the basis for the description of the results of this study is the questionnaire score of Hygiene Sanitation (X1) and Promotion (X2) on Purchase Decisions (Y). The data is processed using descriptive statistical techniques consisting of the mean (mean), the median (median), the value that occurs frequently (mode), standard deviation (standard deviation), minimum and maximum values, the range between the minimum and maximum values. (range), total value (sum), accompanied by pie charts of the two research variables.

The characteristics of visitors in this study were obtained from distributing questionnaires to 100 respondents who were visitors to Favela Sunset Cafe Paledang, Bogor and the following results were obtained: the ratio of male and female respondents was 42:58 and the dominant respondents were those aged 17-25 years by 88%. , the rest are over 26 years old. Visitors are unmarried as many as 89%, and 11% of respondents are married. Most of the consumers of Favela Sunset Cafe Paledang, Bogor are students as much as 74%, besides that there are private employees, entrepreneurs, civil servants, athletes and others. Respondents who visited Favela Sunset Cafe Paledang, Bogor 1 time were 40%, who visited 2-3 times were 39%, 13% had visited 4-5 times, some even visited more than 6 times as much as 8%. Respondents' considerations in choosing Favela Sunset Cafe Paledang, Bogor to visit were because of the facilities as much as 12%, because of the price/discount of 16%, because of the diversity of the menu as much as 17%, because of its easy-to-reach location as many as 11%, and because of the Health Protocols applied. there are as many as 34%, and 10% for other reasons. Furthermore, the dominant sources of information obtained by respondents regarding Favela Sunset Cafe Paledang, Bogor were from social/advertising/brochure as much as 48%, 19% from family, 13% from friends/relatives and 20% from others.

The following is descriptive statistical data based on the results of the calculation of scores obtained from respondents:

Table 1. Descriptive Statistics of Hygiene Sanitation, Promotion, and Purchase Decisions

Variable	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
X1	100	26	14	40	2964	29.64	5,47634
X2	100	10	10	20	1597	15.97	275.774
Y	100	23	28	50	4049	40.49	5,40948
Valid N	100						

Source: Researchers' Processed Results,

Data Processing Based on empirical data processing for Hygiene Sanitation (X1), promotion (X2) and Purchase Decision (Y) it can be concluded as follows:
a. Range of Theoretical Values and Average Empirical Hygiene Sanitation (X1) shows that the mean (empirical average) of the Hygiene Sanitation (X1) variable data is 29.64 which has a value greater than the theoretical mean of 24. This indicates that Hygiene Sanitation is fairly good.

b. The range of Theoretical Values and Promotional Empirical Averages (X2) shows that the mean (empirical average) of Promotional variable data (X2) is 15.97 which has a value greater than the theoretical mean of 12.5. This indicates that the Promotion is fairly good.
c. The range of Theoretical Values and Average Purchase Decisions (Y) shows that the mean (empirical average) of the Purchasing Decisions variable data (Y) is 40.49 which has a value greater than the theoretical mean of 30. This indicates that Purchase decision is fairly good.

Descriptive Discussion of Hygiene Sanitation
Variable indicators Hygiene Sanitation which consists of 8 statements obtained 5 indicators / statements are included in the high category, namely the
a. Location of the Favela Sunset Cafe is far from sources of pollution and has a good room distribution, the
b. Hygiene and sanitation facilities at the Favela Sunset Cafe Bogor are adequate (clean toilets, and facilities for washing hands) .
c. The room that is directly related to the process and storage of food (kitchen/pantry) is fairly clean and hygienic.
d. The food ingredients to be processed are of good quality so that they are suitable for consumption by consumers.
e. Food processing at Favela Sunset Cafe Bogor is good. Thus ensuring the quality of healthy and hygienic food.
f. Equipment used to process and serve food is clean and suitable for use.

Meanwhile, there are 2 indicators / statements that are categorized as moderate, namely the
a. Storage of food ingredients and ready-to-eat foods that are in accordance with the standards of BP POM.
b. Food infested by flies affects the health and hygiene of food.

The statement with the highest score is in the second statement, namely that the hygiene and sanitation facilities at Favela Sunset Cafe Bogor are adequate (clean toilets and hand washing facilities)". While the statements with categories that are not too good are in the 7th and 8th statements.

Promotional Descriptive Discussion
The results of the measurement of the promotion variable indicators which consist of 4 statements and all are included in the high category, namely:
a. Favela Sunset Cafe Paledang, Bogor often gives promotion via radio, online or through other media.
b. Promotions carried out at Favela Sunset Cafe Bogor are informative, actual, and clear. Thus instilling a good corporate image for consumers.
c. Favela Sunset Cafe Paledang, Bogor carries out regular promotions through radio, online and print media.
d. The products advertised by Favela Sunset Cafe Paledang Bogor are able to attract consumers to buy these products.
The overall statement is said to be good, it can be seen from the large score and mean value and high standard deviation, as well as the mode value which is mostly in number 4.
The statement with the highest value is in the 3rd statement where respondents think that the product quality at Favela Sunset Cafe Paledang, Bogor is very good compared to others.

Descriptive Discussion of Purchase Decisions

Measurement results on indicators of Purchase Decision variables consisting of 10 statements, all of which are included in the high category, namely

a. Customers visit and buy at Favela Sunset Cafe Paledang, Bogor because my needs feel fulfilled.
b. Customers visit and buy products from Favela Sunset Cafe Peledang, Bogor because of the good price and quality of the product.
c. The product quality at Favela Sunset Cafe Paledang, Bogor is very good compared to others.
d. Customers decide to visit and buy at Favela Sunset Cafe Peledang, Bogor after comparing it with other restaurants/cafes.
e. The information provided about the product corresponds to the reality in the field so that it attracts my interest to buy.
f. Customers get recommendations from relatives before deciding to visit and buy at Favela Sunset Cafe Peledang, Bogor.
g. Products/Menu of Favela Sunset Cafe Peledang, Bogor are varied and follow current trends.
h. The location of Favela Sunset Cafe Peledang, Bogor is strategic and easily accessible for customers.
i. Customers are satisfied after visiting and buying at Favela Sunset Cafe Peledang, Bogor
j. Customers will return to visit and buy at Favela Sunset Cafe Peledang, Bogor

The whole statement is said to be good, as can be seen from the large score and mean value and high standard deviation, as well as the mode value which is mostly The highest score is at number 4. While the statement with the highest score is in the 3rd statement where the respondents think that the product quality at Favela Sunset Cafe Paledang, Bogor is very good compared to others.

Results of Data Analysis The

Results of the instrument validity test of all variables in this study, both hygiene sanitation (X1), Promotion (X2) and Purchase Decisions (Y) for all 100 respondents were declared valid, where the r-count value was higher than the r-table. The total instrument consists of 24 items consisting of 10 statements for the variable X1, 4 for the statement for the variable X2 and 10 for the statement for the variable Y, all of which are declared valid so that they can be used to collect research data. Based on the reliability test, the results of all variables of hygiene sanitation, promotion and purchasing decisions were obtained with Cronbach's alpha above 0.6.

The two independent variables in this study have the same tolerance and VIF values, namely 0.598 and 1.672, meaning the tolerance value is greater than 0.10, so it can be concluded that there is no multicollinearity in the regression model. The Durbin-Watson autocorrelation test is known to have a value of 1.566, it is concluded that there is an autocorrelation symptom.
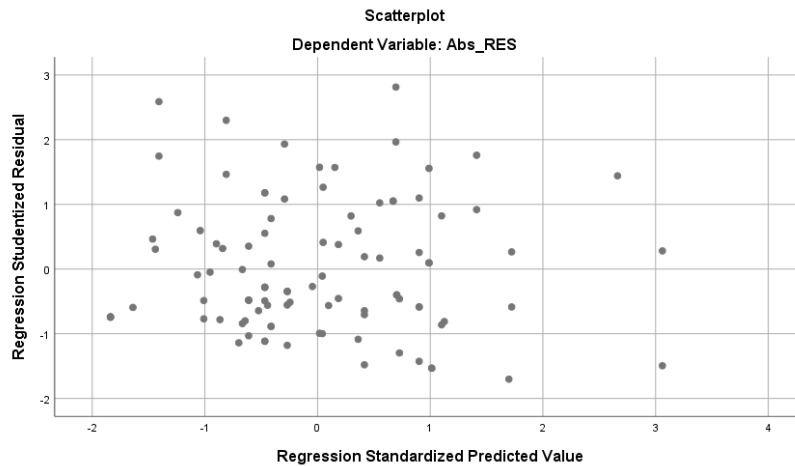
Figure 1. Scatterplot Diagram
(Source: SPSS v20 Data Processing Results, 2021)

A good regression model is a regression model that is free from autocorrelation, therefore further tests or Run Tests are carried out so that linear regression analysis can be continued. Furthermore, the heteroscedasticity test using scatterplot images and the Spearman rank test concluded that there was no heteroscedasticity problem, in other words a good and ideal regression model was met.

Table 2. Table of Correlations Rank Spearman

		X1	X2	Unstandardized Residual
X1	Correlation	-0.004	1,696**	Coefficient
	Sig. (2-tailed)	.	0	**0.97**
	N	100	100	100
X2	Correlation Coefficient	,696**	1	0.024
	Sig. (2-tailed)	0	.	**0.815**
	N	100	100	100
Unstandardized Residual	Correlation Coefficient	-0.004	0.024	1
	Sig. (2-tailed)	0.97	0.815	.
	N	100	100	100
** Correlation is significant at the 0.01 level (2-tailed).				

(Source: SPSS v20 Data Processing Results, 2021)

Based on the Kolmogorov – Smirnov of the P-Plots graph, it can be seen that the distribution of the data does not move away from the curve line. This proves that the data is normally distributed.
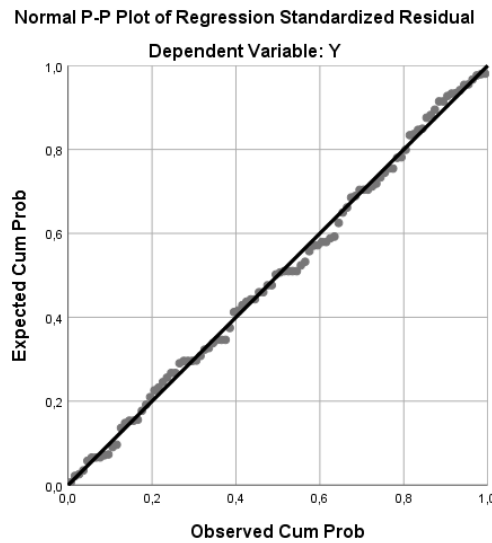
Figure 2. P-Plot
(Source: Results of SPSS v20, 2021)

Multiple Linear Regression Analysis

The hypothesis which states that there is an effect of Hygiene Sanitation (X1) and Promotion (X2) on Purchase Decisions, was tested with multiple regression analysis. As follows:

Table 3. Test Results of R and R2

Model	R	R Square
1	0.923	0.853

(Source: SPSS v20, 2021 Data Processing Results)

From the table above, it can be seen that the correlation coefficient (R) is 0.923, which is close to number 1. means that the significance level of the influence of variables X1 and X2 simultaneously has a strong influence on variable Y. The value of the coefficient of determination ()R2 in the table of processed results above amounted to 0.853 or 85.3% which means that the effect of Hygiene Sanitation (X1) and promotion (X2) on purchasing decisions (Y) is 85.3% and the remaining 14.7% is influenced by other variables, which not investigated by the authors.

The F test is useful for testing whether there is an effect of Hygiene Sanitation (X1) and Promotion (X2) simultaneously on Purchase Decisions (Y). 05 (0.000> 0.05) it can be concluded that the hypothesis is accepted where Hygiene Sanitation (X1) and Promotion (X2) have a simultaneous effect on Purchase Decisions (Y). It is known that the calculated F value is 280.328 or greater than the F table value (280.328> 3.09), it can be concluded that Hygiene Sanitation (X1) and Promotion (X2) have a simultaneous effect on Purchase Decisions (Y). Partial t-test aims to determine whether the independent variable or independent variable partially (each) has an effect on the dependent variable or dependent variable.

Table 4. Table of Coefficients

	Unstandardized		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9,837	1,327		7,412	0

X1	0,251	0,05	0,254	5,032	0
X2	1,454	0,099	0,741	14,702	0

a. Dependent Variable: Y

(Source: SPSS v20, 2021)

Partial Hygiene Sanitation (X1) t-test based on the Coefficient table above, it is known that the significance value (Sig.) of the Hygiene Sanitation (X1) variable is 0.000 or less than 0 0.05 (0.000>0.05) and the t-value is 5.032 or greater than the t-table value (5.032>1.985). So it can be concluded that H1 or the first hypothesis is accepted, meaning that there is an effect of Hygiene Sanitation (X1) on Purchase Decisions (Y). Promotional Partial t-test (X2) is known that the significance value (Sig.) of the Promotion variable (X2) is 0.000 or less than 0.05 (0.000>0.05) and the t-count value of the Promotion variable (X2) is 14,702 or greater from the t-table value (14,702>1,985). So it can be concluded that H2 or the second hypothesis is accepted. This means that there is an effect of Promotion (X2) on Purchase Decisions (Y)

Table 5. Results of Multiple Regression

Variable	Regression Efficiency (b)
Hygiene Sanitation	0.254
Promotion	0.741
Constant = 1.327	

(Source: Results of SPSS v20 Data Processing, 2021)

From the results of multiple regression analysis, It can be seen that the multiple regression equation is as follows:

$$Y = 1.327 + 0.254X1 + 0.741X2 + e.$$

a. The constant value of 1.327 means that if the Hygiene Sanitation and promotion coefficients are equal to zero, then the value of purchasing decisions is 1.327.
b. variable Hygiene Sanitation has a positive regression coefficient value of 0.254 or 25.4%. The positive coefficient value indicates that Hygiene Sanitation (X1) has a positive effect on purchasing decisions (Y). If other variables are constant or fixed. Then the value of purchasing decisions (Y) will increase by 0.254 for every one increase in the Hygiene Sanitation (X1).
c. The promotion variable (X2) has a positive regression coefficient value of 0.741 or 74.1%. The positive coefficient value indicates that promotion (X1) has a positive effect on purchasing decisions (Y). If other variables are constant or fixed. Then the value of purchasing decisions (Y) will increase by 0.741 for every one increase in the promotion variable (X2).
d. The promotion variable (X2) has a greater effect than the Hygiene Sanitation (X1). Because the promotion variable (X2) has a regression coefficient value that is greater than the Hygiene Sanitation (X1). 0.741 (coefficient of variable X2) versus 0.254 (coefficient of variable X1).

The Effect of Hygiene Sanitation on Purchase Decisions
Results of the regression analysis show that the Hygiene Sanitation applied by Favela Sunset Cafe Paledang, Bogor is generally fairly good. And there is an influence between Hygiene Sanitation on Purchase Decisions which can be seen from the t value of 5.032 which is greater

than the t table value of 1.985 (5.032> 1.985) and a significance value of 0.000 which is smaller than 0.05 (0.000 < 0.05). , it can be concluded that H1 is accepted, namely Hygiene Sanitation (X1) partially influences the Purchase Decision.

This is in line with the theory put forward by Sihite (in Anisatul A 2016:218) which states that preventive health efforts are focused on individual health efforts, as well as human personal health efforts. Hygiene is more aimed at the environment. In this case, it shows, the tendency of consumers in choosing a cafe or restaurant to always pay attention to cleanliness in order to take preventive actions to maintain the health of each individual consumer

Effects of Promotion on Purchase Decision

The results of regression analysis also show that the promotion applied by Favela Sunset Cafe Paledang, Bogor is good. And there is an influence between Promotions on Purchase Decisions which can be seen from the t value of 14,702 which is greater than the t table value of 10,672> 1,985 and the significance value of 0.000 is smaller than 0.05 (0.000 < 0.05), it can be concluded that H2 is accepted, namely Promotion (X2) partially influences the Purchase Decision. This is in accordance with Purnama's theory (in Fazrin A, 2017:12) that promotion is communication from marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or get a response.

Effects of Hygiene Sanitation and Promotion on Purchase Decisions.

Based on the results of the analysis of this study, the results were quite satisfactory. The influence of Hygiene Sanitation and Promotion on Purchase Decisions at Favela Sunset Cafe Paledang Bogor has a positive and significant influence.

This is evidenced by output significance value which is smaller than the theoretical significance value (0.000 < 0.005). Meanwhile, the calculated F value, which is greater than F Table (280.328> 3.09), further strengthens the hypothesis that Hygiene Sanitation (X1) and Promotion (X1) have a simultaneous (together) effect on Purchase Decision (Y). While the strength of the influence is seen from the value of the correlation coefficient (R) of 0.923, and the magnitude of the influence can be seen from the results of R2which is 85.3%.

CONCLUSION

From the results of data analysis as described above, the research findings are as follows:
a. Cleanliness and Sanitation at Favela Sunset Cafe Paledang, Bogor is evidenced by the acquisition of the mean value (empirical average) of the Hygiene and Sanitation variable data, which is 29, 64 is greater than the theoretical mean of 24.
b. Promotion at Favela Sunset Cafe Paledang, Bogor is evidenced by the acquisition of the mean (empirical average) of the Promotion variable data, which is 15.97, which is greater than the theoretical mean of 12.5. 3. There is an influence of Hygiene and Sanitation and Promotion on Purchase Decisions at Favela Sunset Cafe Paledang, Bogor. The strength of the relationship between the two variables X and Y is indicated by a correlation coefficient of 0.923, which is fairly strong.

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