The Influence of Service Quality, Discount Promotions, and Facilities on Purchase Intention at Waroeng Paman Mutho

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ARTICLE INFO	ABSTRACT
	This study aims to analyze the influence of service quality, discount promotion, and facilities on purchase intention among consumers at Warung Paman Mutho. The research used a quantitative approach with multiple linear regression analysis. The t-test results show that service quality has a positive and significant effect on purchase intention, discount promotion has no significant effect, and facilities have a negative and significant effect on purchase intention. The F-test results indicate that all three independent variables simultaneously have a significant influence on purchase intention. The Adjusted R Square value of 0.642 indicates that 64.2% of the variation in purchase intention can be explained by the three independent variables used in this study, while the remaining 35.8% is influenced by other factors not examined. These findings imply that business managers should prioritize improving service quality and better understand consumer preferences regarding facilities, while also reassessing the effectiveness of discount promotions to ensure that marketing strategies are implemented more effectively.

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1. INTRODUCTION

The Food and Beverage (F&B) industry is a business sector engaged in the sale of food and beverages for immediate consumption or takeaway (Soekarno, 2019). This sector continues to experience rapid growth since food is a basic human need with constant demand. According to data from the Central Statistics Agency (BPS), the contribution of the food and beverage industry to the Gross Domestic Product (GDP) reached IDR 813.06 trillion in 2024, an increase of 4.90% from the previous year. This industry also accounted for 33.92% of the total GDP of the manufacturing sector (BPS, 2024).

This growth is also supported by the potential of regional culinary diversity in Indonesia, including North Sumatra, which is rich in traditional dishes. However, most traditional foods in North Sumatra are associated with non-halal cuisine due to the influence of Batak culture, leading to the perception that halal food is difficult to find in the region (CNN, 2019; (Yahya, 2023). This condition affects the image of culinary tourism and tourists' trust toward local food. Therefore, efforts to

introduce halal traditional foods from North Sumatra are needed, one of which is through accessible media such as illustrated books.

The eating out phenomenon is also increasingly common in major cities like Medan, especially among students and the middle class. Medan is well-known as a culinary city with a wide variety of dining options, including modern cuisine that competes with traditional dishes (Wongso, 2025). The increasingly competitive culinary business landscape encourages entrepreneurs to implement effective marketing strategies, service quality improvements, facilities enhancement, and attractive promotions to retain customers.

One of the developing culinary businesses in Medan is Waroeng Paman Muthu, known for its "seafood berserak" concept. Although once viral and popular among many consumers, sales data show a significant decline from 2022 to 2024, indicating a decrease in repurchase interest (Warung Paman Muthu, 2025). Preliminary surveys and interviews revealed that this decline was caused by suboptimal service quality, less attractive discount promotions, and inadequate facilities.

According to (Amstrong, Gary, 2021). good service quality enhances satisfaction and encourages repeat purchases, while poor service decreases customer loyalty. Moreover, discount promotions have been proven to stimulate consumer purchasing interest (Gajali, 2020); (Rianto, 2022), and facilities play an important role in increasing customer comfort and satisfaction (Amstrong, 2021). These findings align with previous studies by (Maulana Sahlan, 25 C.E.), and (Made Mitha Aprillia Pratiwi, 2024) which stated that service quality, promotion, and facilities significantly influence consumer purchase intention.

Therefore, this study is important to analyze the influence of service quality, discount promotions, and facilities on consumer purchase intention at Waroeng Paman Muthu in Medan, and to provide strategic recommendations to strengthen the competitiveness of culinary businesses in the increasingly dynamic F&B industry.
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2. RESEARCH METHOD

This study uses an associative research design aimed at examining the influence of service quality, discount promotions, and facilities on purchase intention. A quantitative survey method was employed, utilizing a structured questionnaire to collect data. This approach allows the researcher to obtain direct information from respondents regarding the variables under study (Sugiyono, 2021); (Sujarweni, 2020).

The data in this study consist of both primary and secondary sources. Primary data were collected directly from respondents through the questionnaire, while secondary data were obtained from literature, reports, and other relevant documents that support the research context (Sugiyono, 2022).The research was conducted at Waroeng Paman Muthu, located on Jalan Titi Pahlawan No.88, Paya Pasir, Medan Marelan, Medan City, North Sumatra. Data collection was carried out from March to August 2025.

The population of this study comprised all consumers interested in visiting Waroeng Paman Muthu. A purposive sampling technique was used to select respondents, considering that they must be at least 17 years old and have previously visited the outlet. Based on Lameshow's formula, the minimum required sample size was 96 respondents, but the study involved 125 respondents to ensure data reliability.

The research variables included purchase intention, service quality, discount promotions, and facilities. Purchase intention was assessed through transactional, preferential, evaluative, and exploratory interest. Service quality was measured by reliability, responsiveness, assurance, empathy, and tangible aspects. Discount promotions were evaluated through quantity, seasonal, and cash discounts. Facilities were measured based on equipment, arrangement, and security. All variables were measured using a Likert scale to quantify respondents' perceptions.

Data collection was conducted through observation, literature review, and questionnaires. The questionnaire was designed as a closed-ended instrument and tested for validity and reliability using SPSS. All items were found to be valid, and Cronbach's alpha values exceeded 0.60, indicating that the instrument was reliable.

Before conducting regression analysis, classical assumption tests were performed to ensure the regression model could function effectively as a predictor. These tests included normality,

multicollinearity, and heteroscedasticity. Normality was assessed to ensure that residuals followed a normal distribution, multicollinearity was checked using Variance Inflation Factor (VIF) and tolerance, and heteroscedasticity was tested through scatterplots and the Glejser test (Ghozali, 2021)

Finally, multiple linear regression analysis was used to examine the relationship between the independent variables and purchase intention. Hypothesis testing was conducted using t-tests for partial effects and F-tests for simultaneous effects. The coefficient of determination (R^2) was calculated to determine how much of the variation in purchase intention could be explained by the independent variables. This methodology ensures a systematic and reliable approach to understanding the influence of service quality, discount promotions, and facilities on consumer purchase intention.

3.   RESULTS AND DISCUSSIONS
Respondent Characteristics
This study involved consumers of Waroeng Paman Muthu in North Sumatra as respondents. The respondent characteristics were analyzed to provide a general overview of their identity and background, including gender, age, and occupation. This analysis helps to understand the consumer profile as the research subject and how these characteristics may influence the research variables, namely purchase intention, service quality, price discount promotion, and facilities.

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Frequency	Percentage	Brief Description
Gender	Male	32	25.60%	Male respondents are fewer than female respondents
	Female	93	74.40%	Female respondents show higher purchase intention
Age	17–25 years	122	97.60%	Most respondents are in the young age group
	26–34 years	2	1.60%	Few respondents are in early adulthood
	35–43 years	1	0.80%	Very few respondents are in mature age
Occupation	Student	98	78.40%	Most respondents are students who frequently visit
	Private Employee	25	20.00%	Fewer respondents work as private employees
	Entrepreneur	2	1.60%	Very few respondents are entrepreneurs

Based on the table, the majority of respondents are female, aged 17–25 years, and students. This indicates that the main customers of Waroeng Paman Muthu are young, predominantly female, and students who frequently visit and show high purchase intention.

Normality Test
The normality test aims to examine whether both the dependent and independent variables are normally distributed using the Kolmogorov-Smirnov test. Variables are considered normally distributed if the significance value is greater than 0.05.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	125
Mean	0.0000000
Std. Deviation	1.51956856
Most Extreme Differences	Absolute 0.072
	Positive 0.065
	Negative -0.072
Test Statistic	0.072
Asymp. Sig. (2-tailed)	0.187

Based on Table 2. the Kolmogorov-Smirnov test using SPSS 25 shows a significance value of 0.187 > 0.05, indicating that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is used to check whether there is a correlation among independent variables in the regression model. This can be evaluated using the Variance Inflation Factor (VIF). If tolerance values are above 0.10 and VIF values are below 10, multicollinearity does not occur. The results are shown in Table 3.

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
1 (Constant)	8.981	1.107		8.116	0.000
Service Quality	0.565	0.047	0.931	11.935	0.000
Price Discount Promotion	0.081	0.062	0.108	1.309	0.193
Facilities	-0.204	0.080	-0.263	-2.545	0.012

Table 3. shows that all independent variables have tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity exists among the independent variables.

Heteroscedasticity Test

Heteroscedasticity testing aims to determine whether there is inequality of residual variance across observations. The Glejser test was used in this study. The results are presented in Table 4.

Table 4. Heteroscedasticity Test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	-1.850	0.664		-2.787
Service Quality	0.065	0.028	0.275	2.273
Price Discount Promotion	0.096	0.037	0.329	2.572
Facilities	-0.046	0.048	-0.153	-0.956

Based on Table 4. the Glejser test shows that all independent variables have significance values greater than 0.05, indicating that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to determine the effect of service quality (X1), price discount promotion (X2), and facilities (X3) on purchase intention (Y) using SPSS 25 (Ghozali, 2021). The results are presented in Table 5.

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
1 (Constant)	8.981	1.107		8.116	0.000
Service Quality	0.565	0.047	0.931	11.935	0.000
Price Discount Promotion	0.081	0.062	0.108	1.309	0.193
Facilities	-0.204	0.080	-0.263	-2.545	0.012

The regression equation derived from Table 5. is:

$$Y = 0.565X_1 + 0.081X_2 - 0.204X_3 + e$$

The results indicate that service quality positively and significantly affects purchase intention. Price discount promotion also has a positive effect, although smaller, while facilities have a negative but significant effect on purchase intention. This suggests that higher service quality and promotional discounts increase customer repurchase intention, whereas certain facility aspects may negatively influence it.

Hipotesis Test
Parsial Test (T-Test)
The partial hypothesis test is used to determine the effect of independent variables (Sugiyono, 2021), namely service quality (X_1), price discount promotion (X_2), and facilities (X_3), on repurchase intention (Y). The t-test criteria are as follows:
1. If the significance level is greater than 5% or 0.05, the hypothesis is rejected.
2. If the significance level is less than 5% or 0.05, the hypothesis is accepted.

Tabel 6. Uji Parsial (Uji t)

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.981	1.107		8.116	.000		
Service Quality	.565	.047	.931	11.935	.000	.475	2.107
Promosi Potongan Harga	.081	.062	.108	1.309	.193	.423	2.362
Fasilitas	-.204	.080	-.263	-2.545	.012	.270	3.710
a. Dependent Variable: Minat beli							

Based on Table 6, the significance values indicate the relationship between each independent variable (X) and the dependent variable (Y) as follows:
1. The results show that the service quality variable has a calculated t-value of 11.935, while the critical t-value is 1.979. Since the calculated t-value is greater than the critical t-value and the significance value is 0.000, which is less than the 0.05 threshold, it can be concluded that service quality has a positive and significant effect on purchase intention. Thus, the first hypothesis is accepted.
2. The price discount promotion variable has a calculated t-value of 1.309, which is less than the critical t-value of 1.979, and a significance value of 0.193, which exceeds 0.05. This indicates that price discount promotions do not have a significant effect on purchase intention. Therefore, the second hypothesis is rejected.
3. The facilities variable has a calculated t-value of -2.545, compared to the critical t-value of -1.979. Since the calculated t-value exceeds the critical value in absolute terms and the significance value is 0.012, which is less than 0.05, facilities have a significant negative effect on purchase intention. Consequently, the third hypothesis is accepted.

Simultaneous Test (F-Test)
This test is conducted to determine whether the independent variables collectively have an effect on the dependent variable (Sugiyono, 2021). To verify the hypothesis, all variables are tested as follows:
1. If the significance level is greater than 5% or 0.05, the hypothesis is rejected.
2. If the significance level is less than 5% or 0.05, the hypothesis is accepted.
The F-test results can be seen in Table 7. as follows:

Table 7 Simultaneous Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	533.351	3	177.784	75.130	.000b
Residual	286.327	121	2.366		
Total	819.678	124			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Facilities, Service Quality, Discount Promotion

Based on Table 7, the F-test shows that the calculated F-value is 75.130, while the F-table value is 2.68. This indicates that the calculated F-value is greater than the F-table value, and the significance level is 0.000, which is less than 0.05. Therefore, it can be concluded that service quality, discount promotion, and facilities simultaneously (collectively) have a significant effect on purchase intention.

Coefficient of Determination (R Square)
The coefficient of determination is used to measure the magnitude of the influence of service quality, discount promotion, and facilities on the purchase intention variable (Sugiyono, 2021). The results of the determination coefficient test are presented in Table 8 as follows:

Table 8. Coefficient of Determination (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.807	0.651	0.642	1.538

a. Predictors: (Constant), Facilities, Service Quality, Discount Promotion
b. Dependent Variable: Purchase Intention

Based on Table 8, the adjusted R Square value is 0.642, which means that 64.2% of the variation in the dependent variable, purchase intention, can be explained by the independent variables: service quality, discount promotion, and facilities. The remaining 35.8% is influenced by other factors outside the variables studied.

The Effect of Service Quality on Purchase Intention
Based on the test results presented in the Table, the service quality variable has a calculated t-value of 11.935, while the t-table value at a 5% significance level is 1.979. Since the calculated t-value is greater than the t-table value (11.935 > 1.979), there is statistically strong evidence to state that the service quality variable has a significant effect on purchase intention.

Furthermore, the significance value (p-value) of 0.000 obtained from the t-test further supports this result. This value is smaller than the predetermined significance level of 0.05. Therefore, the test results indicate that the effect of service quality on purchase intention is statistically significant and not due to chance.

Thus, the first hypothesis stating that "Service quality has a positive and significant effect on purchase intention at Warung Paman Mutho" is accepted. This finding indicates that the higher the quality of service provided by Warung Paman Mutho, the greater the consumers' intention to purchase the offered products or services.

Service quality in this context may include various dimensions such as speed of service, staff friendliness, comfort of the venue, cleanliness, and ease of ordering and payment processes. If the establishment provides services that meet or exceed customer expectations, customers will feel satisfied and motivated to make purchases.

These findings align with previous theories and studies, which state that service quality is one of the main factors influencing consumer purchase decisions, especially in the service and food sectors. Consumers tend to consider service aspects as a primary indicator in determining their preferences toward a business.

The practical implication of this finding is that the management of Warung Paman Mutho should prioritize improving service quality. Strategies may include regular staff training, implementing consistent service standards, and establishing continuous quality evaluation and monitoring mechanisms. This approach will help maintain customer loyalty and attract new consumers through a strong reputation for good service.

Overall, it can be concluded that service quality has a positive and significant effect on consumers' purchase intention at Warung Paman Mutho, indicating that service quality is a strategic component in shaping consumer behavior and should receive serious attention for long-term business development.

The Effect of Discount Promotion on Purchase Intention

Based on the test results shown in the Table, the discount promotion variable has a calculated t-value of 1.309, which is smaller than the t-table value of 1.979 at a 5% significance level ($\alpha = 0.05$). This comparison shows that, statistically, the discount promotion variable does not have a significant effect on the dependent variable, which is consumers' purchase intention at Warung Paman Mutho. In addition to comparing the calculated t-value with the t-table, the analysis also considers the significance (p-value) of 0.193. This value is much larger than the predetermined significance level of 0.05. In hypothesis testing, if the p-value > 0.05, the null hypothesis (H_0) is not rejected. This indicates that there is no significant partial effect of discount promotion on purchase intention.

However, there is a misstatement that the second hypothesis is rejected. Based on statistical rules, because the calculated t-value < t-table and significance > 0.05, the null hypothesis (H_0), stating that "discount promotion does not affect purchase intention," should be accepted, not rejected. Thus, the alternative hypothesis (H_1), claiming that discount promotion has an effect, is rejected due to lack of empirical support.

Conceptually, this result indicates that the discount promotion strategy at Warung Paman Mutho has not yet provided a tangible effect on increasing consumer purchase intention. Possible reasons include improper promotion implementation, insufficient information reaching consumers, or consumers' perception that discount promotions are not a primary factor in purchase decisions.

Moreover, consumers' purchase intentions are likely influenced more by other variables such as product quality, service quality, comfort, or social factors like recommendations from close acquaintances. In some cases, consumers may not pay much attention to price discounts, especially if they perceive the products to have sufficient value without promotions.

This finding also provides practical implications for Warung Paman Mutho's management in formulating future marketing strategies. Discount promotions should not be the sole strategy to increase purchase intention but should be combined with other strategies more aligned with consumer preferences. Personalized approaches or loyalty-based programs may be more effective in the long term.

Therefore, based on the statistical analysis, the discount promotion variable does not have a significant partial effect on consumers' purchase intention. This reinforces the importance of evaluating the effectiveness of the promotion strategies used. Future research is expected to explore other influential variables and consider using more innovative and adaptive promotion methods in response to changing consumer behavior.

The Effect of Facilities on Purchase Intention

Based on the partial (t-test) results presented in the Table, the facilities variable has a calculated t-value of -2.545935, while the t-table value at a 5% significance level ($\alpha = 0.05$) is -1.979. Since the calculated t-value is negative and its absolute value is greater than the t-table value ($|-2.545935| > |-1.979|$), it can be concluded that the facilities variable has a statistically significant effect on purchase intention at Warung Paman Mutho.

In addition to the t-value, the significance (p-value) for the facilities variable is 0.012, which is smaller than the significance level of 0.05. This indicates that the effect of facilities on purchase intention is significant. In other words, changes in the quality or availability of facilities will have a real impact on consumers' purchase intentions.

The third hypothesis in this study states that "facilities have a negative and significant effect on purchase intention at Warung Paman Mutho." This hypothesis is accepted because the regression

coefficient for the facilities variable is negative and significant. This means that better or more complete facilities can actually reduce purchase intention, or conversely, a decrease in facilities could increase purchase intention, depending on the context and type of facilities.

This result is interesting and does not necessarily align with common expectations, as good facilities typically enhance comfort and encourage purchases. Therefore, the negative effect requires careful interpretation. It is possible that the improved facilities did not meet consumer needs or preferences, or even had negative effects such as increased prices, which reduced the attractiveness of the store.

Additionally, this negative effect may reflect that consumers at Warung Paman Mutho prefer simplicity, practicality, or an informal atmosphere. If facilities are improved in a way that makes the store too modern or expensive, loyal customers may feel uncomfortable, reducing purchase intention. In this context, facility improvements may be irrelevant or even counterproductive.

These findings provide important input for the management of Warung Paman Mutho in planning business development strategies. They need to evaluate the types of facilities provided and consider whether improvements align with target consumer expectations. Customer surveys or preference studies could serve as a basis for designing facilities that meet market needs.

Thus, it can be concluded that the facilities variable has a negative and significant partial effect on purchase intention. Although significant, the negative direction of the effect requires further analysis to avoid mistakes in business strategy implementation. Facility management should be selective, contextual, and consider consumer behavior to effectively increase purchase intention.

The Effect of Service Quality, Discount Promotion, and Facilities on Purchase Intention

Based on the F-test results presented in the Table, the calculated F-value is 75.130, while the F-table value at a 5% significance level ($\alpha = 0.05$) is 2.68. Since the calculated F-value is greater than the F-table value (75.130 > 2.68), it can be concluded that the regression model is significant simultaneously. This means that the variables of service quality, discount promotion, and facilities together affect the consumers' purchase intention at Warung Paman Mutho.

This statistical significance is also supported by the p-value of 0.000, which is much smaller than the 0.05 threshold. This confirms that there is a strong and significant relationship between the combination of the three independent variables and purchase intention. Therefore, the hypothesis stating that "service quality, discount promotion, and facilities simultaneously affect purchase intention" is accepted.

Furthermore, based on the Table, the coefficient of determination (Adjusted R Square, R^2) is 0.642. This indicates that 64.2% of the variation in purchase intention can be explained by the three independent variables studied: service quality, discount promotion, and facilities. This reflects a substantial contribution of these variables in shaping or influencing purchase intention.

The remaining 35.8% is explained by other variables outside the model used in this study. These variables may include factors such as price, brand perception, product quality, personal preferences, social influence, or other promotional strategies not included in this research. Therefore, even though the regression model shows significant results, there remains room for external influences that should be considered in marketing decision-making.

Overall, the results show that the regression model has good validity in explaining purchase intention. The three independent variables studied not only have partial effects but also contribute significantly simultaneously. The practical implication of this finding is that strategies to increase purchase intention should be carried out in an integrated manner, considering service quality, relevant promotion programs, and the provision of facilities that align with consumer preferences.

4. CONCLUSION

Based on the study conducted with 125 respondents at Warung Paman Mutho, several conclusions can be drawn regarding factors influencing purchase intention: First, service quality has a positive and significant effect on consumers' purchase intention, indicating that higher service quality leads to greater consumer interest in purchasing products or services offered by the stall. Second, price discount promotions do not have a significant impact on purchase intention, suggesting that such promotions alone are insufficient to influence consumer behavior. Third, facilities show a negative

and significant effect on purchase intention, implying that changes in facilities can influence consumer behavior in unexpected ways and should be carefully evaluated. Moreover, the simultaneous test (F-test) confirms that service quality, price discount promotions, and facilities collectively have a significant effect on purchase intention, with the F-statistic exceeding the critical value and a p-value below 0.05. The Adjusted R^2 value of 0.642 indicates that 64.2% of the variation in purchase intention can be explained by these three independent variables, while the remaining 35.8% is influenced by other factors not included in this study. The author would like to sincerely express gratitude to all those who have contributed to the completion of this research. Special thanks are extended to the management and staff of Warung Paman Mutho for their cooperation and for providing valuable information and data during the research process. The author also expresses deep appreciation to the academic supervisor for guidance, advice, and motivation throughout the study. Finally, the author thanks family and friends for their unwavering support and encouragement.

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