

## **Analysis of Servicescape, Service Quality, and Product Quality on Consumer Purchasing Decisions of Padang Beach Culinary MSMEs**

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### **ABSTRACT**

*Increasing competition among culinary MSMEs in tourist destinations requires business owners to understand the factors influencing consumers' purchasing decisions. This study aims to analyze the effects of servicescape, service quality, and product quality on consumers' purchasing decisions at culinary MSMEs in Padang Beach tourism area. A quantitative approach was employed using a survey method involving 86 respondents selected through accidental sampling. Data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 26. The results indicate that service quality and product quality have a positive and significant effect on purchasing decisions, while servicescape has no significant partial effect. Simultaneously, servicescape, service quality, and product quality have a significant effect on purchasing decisions. The Adjusted R Square value of 0.779 indicates that the three independent variables explain 77.9% of the variation in purchasing decisions, while the remaining 22.1% is explained by other factors outside the research model. Product quality has the strongest relative influence, with a Standardized Coefficient Beta of 0.445.*

## **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) are a sector that plays a crucial role in supporting regional economic growth, particularly in areas with tourism potential. In various tourist destinations, the development of culinary MSMEs not only contributes to increased economic activity but also becomes part of the tourism experience offered to visitors. This situation has driven increasingly fierce competition among business actors, so that the success of an MSME is no longer determined solely by the products offered, but also by its ability to create a valuable consumption experience for consumers.

Changes in consumer behavior indicate that purchasing decisions in culinary businesses are influenced by a combination of factors experienced during the consumption process. Consumers evaluate not only the quality of food and beverages but also the comfort of the business environment, the quality of service, and the experience gained during their

stay. In the context of tourism, the activity of consuming food has evolved into an integral part of the tourism experience, so businesses need to understand the factors that can influence consumer purchasing decisions comprehensively.

The Padang Beach Tourism Area is a tourist destination with a rapidly growing culinary MSME industry. Various businesses offer culinary products with relatively similar characteristics and utilize the coastal panorama as a primary attraction. This situation leaves consumers with numerous alternative choices when making purchases. Consequently, competition is not only about price and product variety, but also about the ability of businesses to create a positive consumer experience through a comfortable business environment, quality service, and products that meet consumer expectations. Therefore, identifying factors that influence purchasing decisions is crucial as a basis for developing more effective marketing strategies for culinary MSMEs in tourist areas.

Theoretically, purchasing decisions are the result of consumers evaluating various available alternatives before deciding on the option deemed to provide the best benefits (Kotler & Keller, 2022). In service marketing, these decisions are influenced by various stimuli received by consumers during the consumption process. One concept widely used to explain consumer behavior is *the servicescape*, introduced by Bitner (1992). *Servicescape* explains that the physical environment, spatial layout, and visual elements of a business premises can influence consumer perceptions, emotions, and behavior. Furthermore, service quality, as proposed by Parasuraman et al. (1988), is an important factor because it reflects the ability of business actors to meet customer expectations through reliable, responsive service, providing assurance, and demonstrating empathy. On the other hand, Garvin (1987) explains that product quality is the ability of a product to meet consumer needs and expectations, making it a primary consideration in the purchasing decision-making process.

Various previous studies have shown that *servicescape*, service quality, and product quality are closely related to consumer behavior. Bitner's (1992) research demonstrated that the physical environment can influence consumer responses to a service. Brady and Cronin (2001) explained that service quality contributes to the formation of value perceptions and consumer behavior. Meanwhile, Garvin (1987) emphasized that product quality is a major source of competitive advantage that influences purchasing decisions. Subsequent studies have also found that these three variables influence purchasing decisions in restaurants, hotels, *coffee shops*, and various other service sectors. However, these research results have not yet shown a uniform conclusion because the influence of each variable is greatly influenced by the characteristics of the object and the research context.

Several previous studies have found that *servicescape*, service quality, and product quality influence purchasing decisions in modern restaurants, hotels, or *coffee shops*, which have different physical environmental characteristics than culinary MSMEs in coastal tourism areas. In tourist areas such as Padang Beach, most businesses have relatively homogeneous environmental conditions because they utilize the coastal panorama as their main attraction. This homogeneity allows consumers to place greater value on service quality and product quality than on the physical condition of the business premises. Therefore, research is needed that specifically re-examines the influence of *servicescape*, service quality, and product quality on purchasing decisions in the context of culinary MSMEs in coastal tourism areas.

*The novelty* of this research lies in examining the influence of *servicescape*, service quality, and product quality on purchasing decisions of culinary MSMEs operating in the

Padang Beach tourist area. Unlike previous research that has been conducted primarily on restaurants, hotels, or *coffee shops*, this study places culinary MSMEs in coastal tourist areas as the object of research, thus providing a different empirical context. Furthermore, this study aims to identify the most dominant variables influencing consumer purchasing decisions of culinary MSMEs in tourist areas. It is hoped that this study will contribute to the development of service marketing and consumer behavior studies and serve as a basis for MSME actors in formulating strategies to increase competitiveness.

Based on this description, this study aims to analyze the influence *servicescape*, service quality, and product quality on consumer purchasing decisions at Padang Beach culinary MSMEs.

Research by Fitrianiingsih et al. (2022) shows that *servicescape* influences consumer purchasing decisions, while Hasibuan et al. (2023) shows that *servicescape* is also a factor related to purchasing decisions in the culinary business context. These findings provide empirical evidence that the physical environment can be a consumer consideration when making purchasing decisions.

Research findings by Nazma and Aksan (2024) indicate that service quality influences purchasing decisions in a coffee shop context. These results reinforce the argument that fast, friendly, responsive service that meets consumer needs can increase consumer purchasing tendencies. Asti et al. (2022) demonstrated that product quality influences purchasing decisions. These findings support the argument that taste, quality of ingredients, cleanliness of presentation, and product consistency are important considerations for consumers when choosing culinary products.

H1: *Servicescape* has a positive influence on consumer purchasing decisions in culinary MSMEs in the Padang Beach Tourism Area.

H2: Service quality has a positive influence on consumer purchasing decisions in culinary MSMEs in the Padang Beach Tourism Area.

H3: Product quality has a positive influence on consumer purchasing decisions in culinary MSMEs in the Padang Beach Tourism Area.

H4: *Servicescape*, service quality, and product quality simultaneously have a significant influence on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area.

## RESEARCH METHODS

This study uses a quantitative approach with an explanatory research design to analyze the influence of *servicescape*, service quality, and product quality on consumer purchasing decisions in culinary MSMEs in Padang Beach. The study was conducted at culinary MSMEs located in the Padang Beach Tourism Area, Padang City, West Sumatra.

The study population consisted of all consumers who had ever made a purchase at a culinary MSME in the area. The sampling technique used accidental sampling, involving respondents who happened to be encountered at the research location and met the criteria for having made a purchase. Based on the data collection process, 86 respondents met the research criteria.

The data used are primary data collected through direct questionnaire distribution to respondents. The research instrument was constructed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The independent variables in this study

include *servicescape* ( $X_1$ ), service quality ( $X_2$ ), and product quality ( $X_3$ ), while the dependent variable is purchasing decisions ( $Y$ ). The indicators for each variable are constructed based on the theories of Bitner (1992), Parasuraman et al. (1988), Garvin (1987), and Kotler and Keller (2022).

Prior to analysis, the research instrument was tested for validity using *Pearson's Product Moment correlation* and reliability using Cronbach's Alpha. Next, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure the regression model met statistical assumptions.

Data analysis was conducted using IBM SPSS Statistics 26 with multiple linear regression analysis techniques to test the influence of *servicescape*, service quality, and product quality on purchasing decisions. Hypothesis testing was conducted through partial tests ( $t$ -tests) to determine the influence of each independent variable on purchasing decisions, simultaneous tests ( $F$ -tests) to test the influence of the three variables together, and coefficients of determination ( $R^2$ ) to measure the model's ability to explain variations in purchasing decisions. All tests were conducted at a significance level of 5% ( $\alpha = 0.05$ ).

## RESULTS AND DISCUSSION

### Results

#### Research Overview and Respondent Characteristics

This research was conducted on culinary MSMEs in the Padang Beach tourist area, Padang City, West Sumatra. This area was chosen because it is one of the leading tourist destinations that integrates tourism activities with culinary consumption, thus providing an appropriate context to examine the influence of *servicescape*, service quality, and product quality on consumer purchasing decisions. The study involved 86 respondents who met the criteria, namely being at least 17 years old and having made purchases at culinary MSMEs in the Padang Beach tourist area. Furthermore, the data were analyzed using IBM SPSS Statistics through descriptive analysis, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests ( $t$ -test), simultaneous tests ( $F$ -test), and coefficient of determination ( $R^2$ ).

Respondent characteristics indicate that the study was dominated by consumers aged 17–25 years (72.1%), followed by the 26–35 age group (22.1%), while respondents aged 36–45 years and above 45 years only accounted for 3.5% and 2.3%, respectively. This composition indicates that respondents are dominated by the productive age group who are actively involved in tourism and culinary consumption activities. These characteristics are relevant to the research context because this age group is a consumer segment that generally visits tourist destinations more frequently, has a tendency to evaluate the consumption experience as a whole, and is more responsive to aspects of the physical environment, service quality, and product quality in determining purchasing decisions.

Furthermore, respondent characteristics were also analyzed based on the frequency of purchases from culinary MSMEs in the Padang Beach tourist area. This information is important to ensure that respondents have sufficient experience in evaluating the research object. Respondents who have made more than one purchase generally have more comprehensive experience in assessing *the servicescape*, service quality, and product quality compared to consumers who are making their first purchase. Therefore, the characteristics of respondents in this study support the achievement of the research objective, namely to obtain

an overview of the factors that influence purchasing decisions in culinary MSMEs in the Padang Beach tourist area.

### Descriptive Analysis of Variables

Descriptive analysis was conducted to provide an initial overview of respondents' perceptions of the variables studied, namely *servicescape*, service quality, product quality, and purchasing decisions. The results of the analysis showed that all variables had an average value above 4.00 on a five-point Likert scale. The *servicescape* variable obtained the highest average value of 4.114, followed by service quality at 4.109, product quality at 4.093, and purchasing decisions at 4.037. These findings indicate that in general, respondents gave a positive assessment of the physical environment of MSMEs, service quality, product quality, and purchasing decisions in culinary MSMEs in the Padang Beach tourist area.

In addition to having relatively high average values, all variables also showed standard deviations below one, ranging from 0.622 to 0.734. This indicates that respondents' perceptions of the variables studied were relatively consistent and did not show significant variation in responses. Therefore, the results of the descriptive analysis provide an initial indication that the research data has a good tendency to continue with instrument testing, classical assumption testing, and multiple linear regression analysis to test the research hypotheses.

### Research Model Testing Results

Validity testing was conducted to measure the ability of each statement item to represent the construct being studied. The test was conducted using Pearson correlation between each item's score and the total variable score. An item was declared valid if its correlation coefficient ( $r$  count) was greater than the table  $r$  at a significance level of 5% and had a significance value of less than 0.05.

### Validity Test

Validity testing was conducted to determine the ability of each statement item to accurately measure the research construct. The test was conducted using Pearson correlation between the score of each item and the total score of the variable. An item is declared valid if it has a correlation coefficient value ( $r$  count) greater than  $r$  table at a significance level of 5%, namely 0.212, and has a significance value ( $p$ -value) less than 0.05.

**Table 1. Results of the Validity Test of Research Instruments**

| Variables                         | Item | r count | Sig.  | Information |
|-----------------------------------|------|---------|-------|-------------|
| Servicescape (X <sub>1</sub> )    | X1.1 | 0.776   | 0,000 | Valid       |
|                                   | X1.2 | 0.758   | 0,000 | Valid       |
|                                   | X1.3 | 0.689   | 0,000 | Valid       |
|                                   | X1.4 | 0.718   | 0,000 | Valid       |
|                                   | X1.5 | 0.785   | 0,000 | Valid       |
| Service Quality (X <sub>2</sub> ) | X2.1 | 0.743   | 0,000 | Valid       |
|                                   | X2.2 | 0.752   | 0,000 | Valid       |
|                                   | X2.3 | 0.646   | 0,000 | Valid       |
|                                   | X2.4 | 0.732   | 0,000 | Valid       |
|                                   | X2.5 | 0.771   | 0,000 | Valid       |
|                                   | X3.1 | 0.813   | 0,000 | Valid       |
|                                   | X3.2 | 0.797   | 0,000 | Valid       |

|                                        |      |       |       |       |
|----------------------------------------|------|-------|-------|-------|
| <b>Product Quality (X<sub>3</sub>)</b> | X3.3 | 0.840 | 0,000 | Valid |
|                                        | X3.4 | 0.769 | 0,000 | Valid |
|                                        | X3.5 | 0.817 | 0,000 | Valid |
| <b>Purchase Decision (Y)</b>           | Y1.1 | 0.775 | 0,000 | Valid |
|                                        | Y1.2 | 0.771 | 0,000 | Valid |
|                                        | Y1.3 | 0.795 | 0,000 | Valid |
|                                        | Y1.4 | 0.789 | 0,000 | Valid |
|                                        | Y1.5 | 0.766 | 0,000 | Valid |

Source: Results of data processing using SPSS 26 (2026).

Based on the test results in Table 1, all statement items in *the servicescape*, service quality, product quality, and purchasing decision variables have calculated *r values* ranging from 0.646 to 0.840, greater than the table *r value* of 0.212, with a significance level of 0.000 (<0.05). These results indicate that all statement items are declared valid so that they are able to measure each research construct appropriately and are suitable for use in the next analysis stage.

### Reliability Test

Reliability testing was conducted to determine the level of consistency of the research instrument in measuring each variable. Reliability testing used the Cronbach's Alpha method, with the criterion that an instrument is declared reliable if it has a Cronbach's Alpha value greater than 0.70. A higher Cronbach's Alpha value indicates that the items in a variable have a better level of internal consistency.

Table 2. Results of the Reliability Test of the Research Instrument

| Variables                         | Cronbach's Alpha | Standard | Information |
|-----------------------------------|------------------|----------|-------------|
| Servicescape (X <sub>1</sub> )    | 0.799            | > 0.70   | Reliable    |
| Service Quality (X <sub>2</sub> ) | 0.781            | > 0.70   | Reliable    |
| Product Quality (X <sub>3</sub> ) | 0.866            | > 0.70   | Reliable    |
| Purchase Decision (Y)             | 0.837            | > 0.70   | Reliable    |

Source: Results of data processing using SPSS 26 (2026).

*Cronbach's Alpha* values above the minimum limit of 0.70. The product quality variable obtained the highest reliability value of 0.866, followed by purchasing decisions at 0.837, *servicescape* at 0.799, and service quality at 0.781. These results indicate that all research instruments have a good level of internal consistency so they can be used reliably in measuring research variables and are suitable for use in further analysis.

### Classical Assumption Test

#### Normality Test

A normality test was conducted to determine whether the residual data in the regression model was normally distributed. The normality test in this study used a *one-sample test*. *Kolmogorov-Smirnov Test* with a significance level of 5%. The regression model is declared to meet the normality assumption if the significance value (Asymp. Sig.) is greater than 0.05.

Table 3. Normality Test Results

### Tests of Normality

|                       | Kolmogorov-Smirnov <sup>a</sup> |    |        |
|-----------------------|---------------------------------|----|--------|
|                       | Statistics                      | df | Sig.   |
| Standardized Residual | .063                            | 86 | .200 * |

Source: Results of data processing using SPSS 26 (2026).

Based on Table 3 , the results of the normality test using the Kolmogorov-Smirnov method shows an Asymp. Sig. (2-tailed) value of 0.200 , which is greater than the significance level of 0.05 . Thus, the residuals in the regression model are normally distributed so that the normality assumption has been met. Therefore, the regression model is suitable for use in further analysis.

### Multicollinearity Test

A multicollinearity test is performed to determine whether there is a strong correlation between the independent variables in a regression model. The test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values . A regression model is considered free of multicollinearity if its Tolerance value is  $> 0.10$  and its VIF is  $< 10$  .

**Table 4. Multicollinearity Test Results**

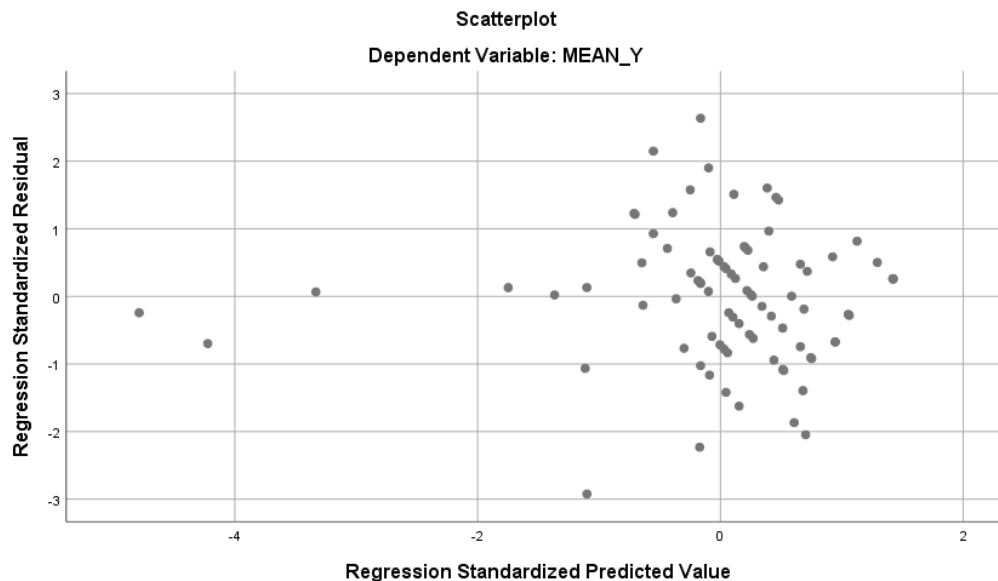
| Variables                 | Tolerance | VIF   | Information                   |
|---------------------------|-----------|-------|-------------------------------|
| Servicescape ( $X_1$ )    | 0.248     | 4,027 | There is no multicollinearity |
| Service Quality ( $X_2$ ) | 0.262     | 3,823 | There is no multicollinearity |
| Product Quality ( $X_3$ ) | 0.296     | 3,374 | There is no multicollinearity |

Source: Results of data processing using SPSS 26 (2026).

Based on Table 4, all independent variables have a Tolerance value greater than 0.10 and a VIF value less than 10. The *servicescape* variable has a Tolerance value greater than 0.10. of 0.248 and VIF of 4.027 , service quality has a tolerance value of 0.262 and VIF of 3.823 , while product quality has a tolerance value of 0.296 and VIF of 3.374 . These results indicate that there is no strong relationship between independent variables so that the regression model is free from multicollinearity symptoms and is suitable for use in multiple linear regression analysis.

### Heteroscedasticity Test

A heteroscedasticity test is performed to determine whether there is inequality in residual variance in the regression model. In this study, the heteroscedasticity test was conducted using the Scatterplot method, namely by observing the distribution pattern between the Regression Standardized Predicted Value (ZPRED) values. And Regression Standardized Residual (ZRESID) . A regression model is declared free from heteroscedasticity symptoms if the points on the scatterplot are spread randomly, do not form a specific pattern, and are spread above and below the zero line on the Y-axis.



**Figure 1. Scatterplot of Heteroscedasticity Test**

Source: Results of data processing using SPSS 26 (2026).

Based on Figure 1, the residual points are randomly distributed around the zero line and do not form a specific pattern. This condition indicates that the regression model does not exhibit symptoms of heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of servicescape, service quality, and Product quality on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. The results of the regression analysis were obtained using the IBM SPSS Statistics 26 program.

**Table 5. Results of Multiple Linear Regression Analysis**

| Variables                 | Regression Coefficient (B) | Beta  | Sig.  |
|---------------------------|----------------------------|-------|-------|
| Constant                  | 0.021                      | 0,000 | 0.932 |
| Servicescape ( $X_1$ )    | 0.199                      | 0.181 | 0.080 |
| Service Quality ( $X_2$ ) | 0.357                      | 0.319 | 0.002 |
| Product Quality ( $X_3$ ) | 0.422                      | 0.445 | 0,000 |

Source: Results of data processing using SPSS 26 (2026).

Based on the analysis results in Table 5, obtained a multiple linear regression equation  $Y = 0.021 + 0.199X_1 + 0.357X_2 + 0.422X_3$ . All independent variables have positive regression coefficients, which indicates that an increase in *servicescape*, service quality, and product quality tends to be followed by an increase in purchasing decisions assuming other independent variables are constant.

*the Standardized Coefficients Beta* value, product quality has the largest Beta value of 0.445, followed by service quality at 0.319 and *servicescape* at 0.181. This indicates that product quality has the strongest relative influence in the research model.

### Hypothesis Testing

Hypothesis testing was conducted to determine the influence of *servicescape*, service quality, and product quality variables on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. Testing was conducted using partial tests (*t-test*), simultaneous tests (*F-test*), and coefficient of determination (*Adjusted R<sup>2</sup>*).

#### Partial Test (t-Test)

A partial *t-test* was conducted to determine the effect of each independent variable on the dependent variable individually. The test was conducted at a 5% significance level ( $\alpha = 0.05$ ). The hypothesis was accepted if the significance value was less than 0.05.

**Table 6. Partial Test Results (t-Test)**

| Variables                 | t count | Sig.  | Decision                |
|---------------------------|---------|-------|-------------------------|
| Servicescape ( $X_1$ )    | 1,771   | 0.080 | H <sub>1</sub> Rejected |
| Service Quality ( $X_2$ ) | 3,197   | 0.002 | H <sub>2</sub> Accepted |
| Product Quality ( $X_3$ ) | 4,749   | 0,000 | H <sub>3</sub> Accepted |

Source: Results of data processing using SPSS 26 (2026).

Based on the partial test results, the *servicescape* variable has a significance value of 0.080, greater than 0.05, so it does not have a significant effect on purchasing decisions. Therefore, H<sub>1</sub> is rejected. The service quality variable has a significance value of 0.002, less than 0.05, so it has a positive and significant effect on purchasing decisions. Thus, H<sub>2</sub> is accepted. Furthermore, the product quality variable has a significance value of 0.000, less than 0.05, so it has a positive and significant effect on purchasing decisions. Therefore, H<sub>3</sub> is accepted.

#### Simultaneous Test (F Test)

A simultaneous test (*F-test*) was conducted to determine whether *the servicescape*, service quality, and product quality variables jointly influence consumer purchasing decisions.

**Table 7. Simultaneous Test Results (F Test)**

| F count | Sig.  | Decision                |
|---------|-------|-------------------------|
| 100,627 | 0,000 | H <sub>4</sub> Accepted |

Source: Results of data processing using SPSS 26 (2026).

The simultaneous test results showed an F value of 100.627 with a significance value of  $0.000 < 0.05$ . These results indicate that *servicescape*, service quality, and product quality simultaneously have a significant effect on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. Thus, H<sub>4</sub> is accepted.

#### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to measure the ability of independent variables, namely *servicescape*, service quality, and product quality in explaining variations in consumer purchasing decisions. The coefficient of determination value is obtained from the Adjusted R Square value, because this study uses more than one independent variable.

**Table 8 . Results of the Coefficient of Determination  
Model Summary**

| Model | R    | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|------|----------|-------------------|--------------------------------|
| 1     | .887 | .786     | .779              | .32777                         |

Source: Results of data processing using SPSS 26 (2026).

In addition, the Adjusted R Square value of 0.779 indicates that *servicescape*, service quality, and product quality are able to explain 77.9% of the variation in consumer purchasing decisions, while the remaining 22.1% is influenced by other factors outside the research model.

## Discussion

The discussion in this study aims to interpret the results of the hypothesis testing conducted and relate them to theory and previous research findings. The discussion focuses on the influence of *servicescape*, service quality, and product quality on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. In addition to explaining the relationships between variables, the discussion also outlines empirical conditions in the field so that the research results can be understood more comprehensively.

### The Influence of Servicescape on Purchasing Decisions

The results of the study indicate that *servicescape* does not significantly influence consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. A significance value of 0.080 ( $>0.05$ ) indicates that the first hypothesis ( $H_1$ ) is rejected. Despite its positive influence, *servicescape* is not yet a primary factor considered by consumers in determining purchasing decisions.

According to Bitner (1992), *servicescape* is the physical environment where services are delivered, which can influence consumer perceptions and behavior. However, the results of this study indicate that physical environmental conditions, such as cleanliness, layout, seating comfort, and dining atmosphere, have not significantly influenced purchasing decisions. This suggests that this theory has not been fully confirmed in the context of culinary MSMEs in the Padang Beach tourist area.

This situation is thought to be due to the relatively similar environmental characteristics of most culinary MSMEs in the Padang Beach tourist area, particularly in terms of location and beach views. As a result, consumers prioritize product and service quality over the physical condition of the business premises when making a purchase decision. Therefore, *servicescape* plays a more supporting role in creating customer satisfaction rather than a primary determinant of purchasing decisions. These findings differ from those of Fitrianiingsih et al. (2022) and Hasibuan et al. (2023), which showed that *servicescape* influences purchasing decisions in retail and culinary businesses. These differences suggest that the influence of *servicescape* can depend on environmental characteristics, the research object, and the ability of the business's physical condition to create differentiation for consumers.

### The Influence of Service Quality on Purchasing Decisions

The results of the study indicate that service quality has a positive and significant effect on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist

area. This is indicated by a significance value of 0.002 ( $<0.05$ ), thus the second hypothesis ( $H_2$ ) is accepted. These results indicate that the better the quality of service provided to consumers, the higher the consumer's tendency to make purchasing decisions.

This finding aligns with research by Nazma and Aksan (2024), which showed that service quality influences purchasing decisions in the context of coffee shops. For culinary MSMEs in the Padang Beach tourist area, friendly, fast, and responsive service, along with the business owner's ability to provide clear information to consumers, are important factors that increase comfort and satisfaction during the purchasing process.

The results of this study indicate that quality service can create a positive experience for consumers, thus encouraging them to choose and make purchases from culinary MSMEs in the Padang Beach tourist area. Therefore, MSMEs need to maintain and even improve service quality, particularly in aspects of friendliness, speed of service, and the ability to understand consumer needs to increase competitiveness and encourage purchasing decisions.

### **The Influence of Product Quality on Purchasing Decisions**

The results of the study indicate that product quality has a positive and significant influence on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. This finding suggests that the better the product quality offered, the higher the consumer's likelihood of making a purchase decision. This finding also indicates that product quality is the most influential variable compared to other variables in this study.

This finding aligns with Garvin's (1987) theory, which states that product quality is a product's ability to meet consumer needs and expectations. In the context of culinary MSMEs in the Padang Beach tourist area, product quality is reflected in the taste of the food, the freshness of the ingredients, the cleanliness of the presentation, and the consistency of quality perceived by consumers. Products that meet consumer expectations will increase consumer confidence in making purchases.

The results of this study confirm that product quality is a key factor consumers consider when choosing a culinary MSME. While the ambiance and service quality provide a positive experience, purchasing decisions are ultimately determined by the quality of the product received. Therefore, MSMEs need to maintain consistent taste, maintain the quality of raw materials, and improve product hygiene standards to increase purchasing decisions and maintain business competitiveness. Asti et al. (2022).

### **The Simultaneous Influence of Servicescape, Service Quality, and Product Quality on Purchasing Decisions**

The results of the study indicate that *servicescape*, service quality, and product quality simultaneously have a significant effect on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. The R Square value of 0.786 indicates that the research model is able to explain 78.6% of the variation in purchasing decisions. After adjusting for the number of independent variables and sample size, the Adjusted R Square value of 0.779 indicates that the three variables together are able to explain 77.9% of the variation in purchasing decisions, while the remaining 22.1% is influenced by other factors outside the research model.

These findings indicate that purchasing decisions are the result of a holistic evaluation of the consumer's experience, not solely influenced by a single attribute. Consumers assess not only the quality of the product they consume but also the quality of their interactions with the service provider and the environmental conditions in which the consumption takes place.

Thus, purchasing decisions are formed through a combination of various complementary experiences throughout the consumption process.

Although the partial test results indicate that *servicescape* has no significant effect, this finding does not indicate that the physical environment can be ignored in the management of culinary MSMEs. On the contrary, *servicescape* still plays a role in creating comfort and a positive consumption experience. However, in the context of the Padang Beach tourist area, the relatively homogeneous characteristics of the physical environment cause *servicescape* to lose its function as a differentiating factor between businesses. Under these conditions, consumers tend to place greater weight on service quality and product quality as factors that can provide direct added value.

The implication of these findings is that increasing the competitiveness of culinary MSMEs cannot be achieved through improvements in one aspect alone. MSMEs need to implement an integrated strategy that maintains consistent product quality, improves service quality, and maintains a clean and comfortable business environment. The synergy of these three aspects will create a better consumption experience, increase customer satisfaction, and encourage stronger purchasing decisions.

## CONCLUSION AND SUGGESTIONS

### Conclusion

Referring to the results of data analysis and discussion regarding the influence of *servicescape*, service quality, and product quality on consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area, the following conclusions can be drawn.

1. Servicescape does not significantly influence consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. Despite the positive relationship, the physical environment is not yet a primary factor influencing consumer purchasing decisions.
2. Service quality has a positive and significant impact on purchasing decisions. The better the quality of service provided, such as friendliness, speed, and responsiveness of the business, the higher the consumer's likelihood of making a purchase.
3. Product quality has a positive and significant influence on purchasing decisions and is the most dominant variable. This indicates that taste, raw material quality, cleanliness, and product consistency are key considerations for consumers in making purchasing decisions.
4. Servicescape, service quality, and product quality simultaneously significantly influence consumer purchasing decisions in culinary MSMEs in the Padang Beach tourist area. The Adjusted R Square value of 0.779 indicates that these three variables can explain 77.9% of the variation in purchasing decisions, while the remaining 22.1% is influenced by other factors outside the research model.

### Suggestion

Based on the research results, further research is recommended to expand the scope of research objects by involving various tourist areas and different types of MSMEs to obtain more representative results. Furthermore, future research can develop the research model by adding other variables, such as price, promotion, brand image, *customer experience*, customer satisfaction, or customer loyalty, thereby increasing the model's ability to explain consumer purchasing decisions. The use of longitudinal approaches or *mixed methods* is also

recommended to gain a more comprehensive understanding of the dynamics of consumer behavior in determining purchasing decisions.

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