



The Importance of Indicators : Product Quality Direct Selling and Advertising in Solving The Problem of The Pizza Hut Purchase During The Covid-19 Pandemic

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ABSTRACT: Pizza Hut made various efforts to boost sales in the face of business challenges in the midst of the pandemic. One of the ways to do this is by picking up the ball by selling it on a number of roads (Gowest.id). In addition, the strategies used by Pizza Hut are prioritizing delivery order and take away services at Pizza Hut outlets , marketing products on the roadside , holding discount promos; and n create new variants in the Pizza menu and improve the quality of its products . This study aims to determine the effect of product quality, *direct selling* and advertising on purchasing decisions on Pizza Hut consumers. This research is a quantitative research, taking the place of research at Pizza Hut Serang . The data used in this study are primary and secondary data obtained from distributing questionnaires to Pizza Hut consumers . The sample used is 100 respondents . Data analysis used multiple linear regression technique using SPSS program. The results of this study indicate that product quality has an effect on purchasing decisions . *Direct Selling* has no effect on purchasing decisions. Advertisement influence on purchasing decisions. and simultaneously variable product quality, *direct selling* and advertising affect purchasing decisions on Pizza Hut consumers.

Keywords: Product Quality, *Direct Selling* , Advertising, Purchase Decision



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INTRODUCTION

Pizza Hut is an international food franchise company that was founded in 1958. Pizza Hut is the largest pizza distribution chain company in the world and is known as a market leader with sales of \$25 billion in the pizza category since 1971 by opening nearly 12,000 restaurants ([Cappellini et al., 2019](#); [He et al., 2013](#); [Tran et al., 2019](#)). Pizza Hut was the first pizza restaurant to be present in Indonesia in 1984 ([Samboro et al., 2021](#)). Currently, Pizza Hut has spread and is easy to find from big cities to small towns though ([Wirakusuma & Winarningsih, 2019](#)). Pizza hut offers complete facilities both in terms of service and products sold. The main service facility is the ordering system or ordering food through a special hotline and it will be delivered to your home ([Jeni, 2019](#)). Judging from the lifestyle of people who have a tendency to need fast food and

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don't have time to queue to buy food, everything done by Pizza Hut achieves consumer satisfaction by opening delivery services such as Pizza Hut Delivery and implementing information systems that can support competitiveness including invest in a *Point Of Sale system* and open an online store service (www.pizzahut.com) which aims to reach consumers everywhere in line with Pizza Hut's slogan " *to be wherever our customers are* " ([Iksan et al., 2022](#); [Iqbal et al., 2015](#)). The younger generation prefers to eat and spend time at the mall, to cafes and of course with western-style food or fast food restaurants, McD, Pizza Hut and so on. This condition is possible because the modern sales system is able to influence Indonesians to consume them, no exception. Italian food, namely pizza. This type of food is very popular with Indonesian people of all ages and circles ([Conchione et al., 2020](#); [Wang et al., 2022](#)).

Moment this many country, including Indonesia, is experiencing the *Corona Virus Disease 2019* (Covid-19) pandemic. Many companies have felt the impact, including Pizza Hut suffered huge losses due to Covid-19 . The owner of the franchise rights of Pizza Hut Indonesia, namely PT Sarimelati Kencana Tbk (PZZA) had to suffer losses at the beginning of this year. The Covid-19 pandemic has significantly suppressed PZZA's business, which is reflected in the company's net profit dropping by almost 90%. From the results of the financial statements in the disclosure of information, PZZA posted a net profit of Rp. 10.48 billion in the first semester of 2020. This figure decreased by 89.48 percent from the first semester of 2019, when PZZA's net profit reached Rp. 99.65 billion. This is in line with the drop in PZZA's sales during the first six months of this year. In June 2020 PZZA posted revenue or sales of IDR 1.82 trillion. This achievement was 6.04 percent lower than sales in June 2019 which reached Rp1.94 trillion. Meanwhile, the cost of goods sold was recorded from Rp631.29 billion in 2019 to Rp634.66 billion in 2020 . This caused PZZA's net profit to contract significantly. If Pizza Hut 's food product sales experienced a slight increase, from Rp1.72 trillion in 2019 to Rp1.73 trillion in 2020. In the same period, beverage sales decreased significantly from Rp219.43 billion to Rp94.77 billion. Sales from Jabodetabek were still the most dominating with a contribution of Rp731.65 billion of total sales. Sales in Java-Bali amounted to Rp560,22 billion, Sumatra Rp261.1 billion and Sulawesi Rp109.51 billion. PZZA's financial performance was increasingly depressed because operating income decreased by 58.63 percent to Rp3.84 billion in the first semester of 2020. A number of expense posts, namely general and administrative expenses, rose 7.9 percent to Rp100.51 billion and operating expenses rose 126.05 percent to Rp11.39 billion . (katadata.co.id)

PIZZA's management made various efforts to boost sales in the face of business challenges in the midst of a pandemic . One of the ways to do this is by picking up the ball by selling it on a number of roads (Gowest.id). In addition, the strategies used by Pizza Hut are prioritizing delivery order and take away services at Pizza Hut outlets, marketing products on the roadside , holding discount promos; and n creating new variants on the Pizza menu and improving the quality of its products ([Permatasari et al., 2021](#)). This is because many companies are improving the quality of their products, selling directly such as pizza hut, which sells its products by making stands on the side of the road, and holding advertising promos to attract and retain consumers to always repurchase products from these companies ([Sabrina et al., 2019](#)). Superior product quality is a value that can satisfy consumers, in this case the company must be able to provide good product quality, direct sales and attractive promos to be offered to consumers so that consumers have a tendency towards the company's products to repurchase the product. Product quality is one of the factors that influence purchasing decisions, including at Pizza Hut Delivery during the Covid-19 period ([Heryati & Fitriawati, 2020](#); [Iksan et al., 2022](#)). A company must pay attention to the quality of the products it creates, because product quality is an important factor that influences consumer decisions in purchasing a product or service ([Amalia, 2021](#)). The better the

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quality of a product, the more consumers' interest in buying the product will increase. By providing good quality products, a company can be superior to its competitors. A company must be able to understand consumer desires so that they can create products with good quality and in accordance with consumer expectations ([Philip Kotler et al., 2008](#)).

Other factors that can influence purchasing decisions. One of the efforts carried out by the company in marketing its products is by *direct selling* (direct selling), *direct selling* is a way of selling where the seller is in direct contact or face to face or face to face with prospective buyers and their customers. Here the buyer can directly express his desire, and often bargaining to achieve conformity. The seller is a liaison tool for the company and company representatives in dealing with buyers and can help buyers make their choices.

Besides product quality and direct selling, promotional media also influence purchasing decisions. Promotional media that are often used to convey information about products are advertising media. Advertising (*advertising*) is all forms of paid non-personal presentation and promotion of ideas, goods or services by a clear sponsor ([Philip Kotler et al., 2008](#)). Advertising will stimulate healthy competition, because advertising will provide more complete information about the product. Advertising can make competition more competitive, so that purchasing decisions for products increase ([Mankiw, 2018](#); [Yazia, 2015](#)).

Based on data from financial reports uploaded on the Indonesia Stock Exchange (IDX), due to the corona pandemic, the company's sales performance has decreased. Throughout the first semester of 2020, the company posted sales of Rp 1.81 trillion, down 6.04% compared to the first semester of 2019, which amounted to Rp 1.93 trillion. In terms of type of sales, Pizza Hut's food products recorded a slight increase of 0.58% in the first half of 2020 to Rp 1.73 trillion, beverage sales decreased significantly from 57.07% to Rp 94.77 billion. In terms of area, the company's largest sales were still obtained in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas. Throughout the first semester of 2020, this region recorded sales of 731.65 billion , down 9.98% compared to the first semester of 2019.

In the Java-Bali region, sales reached Rp 560.22 billion , down 4.43%. Then, Pizza Hut sales in Sumatra and Sulawesi reached Rp 261.1 billion and Rp 109.51 billion, respectively. Sales in this region fell 0.76 % and 14.84% respectively. Meanwhile, sales in the Kalimantan region recorded an increase of 7.33 % to Rp 117.54 billion . Then, in eastern Indonesia, sales increased by 10.56 percent to Rp 38.29 billion. In addition to posting a decrease in sales, Pizza Hut's performance from other operating income in the form of management services also fell significantly. In the first semester of 2020, the company's revenue from this line was recorded at Rp 3.84 billion , down 58.63 percent compared to the first semester of 2019. The company's performance was further eroded by an increase in general and administrative expenses by 7.9 percent to Rp 100.51 billion in the first semester. I 2020.

Other operating expenses items also experienced an increase from 126.05 % to Rp 11.39 billion. Pizza Hut is trying to minimize the impact of the corona pandemic by serving *take away sales* , *delivery services* and also improving the quality of its products. This sales strategy is carried out, either through its own fleet, or in collaboration with Gojek and Grab. In addition, customers can also order and pay through the Pizza Hut application, so they can pick up directly at the outlet without having to wait. Then, Pizza Hut also opened small outlets on several roads or direct sales (*direct selling*). The goal, apart from continuing to spur sales, this strategy was taken so that employees from closed outlets could still work. "Through this strategy, the effect of decreasing dine-in or dine-in services due to operational closures can be minimized. In addition, Pizza Hut

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also regularly conducts new product innovations, promotions of discount packages and cooperation in credit card payments and *e-payments* (Katadata.co.id.)

Based on the data above, researchers are interested in conducting further research, therefore, researchers want to research whether product quality, *direct selling* and Pizza Hut advertising can have a significant influence on product repurchase interest.

Theory Overview

Product Quality

[Kotler & Armstrong, \(2008\)](#) stated product quality as “ *the ability of a product to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes*” . Marketers classify products based on durability, tangibility, and use (consumer or industrial). There are nine dimensions of product quality, namely: *Features* , *Performance Quality* , *Form* , *Durability* , *Conformance Quality* , (*Style*) , *Reliability* , *Customization* , *Repairability* ([Philip Kotler et al., 2008](#)). Based on the dimensions of product quality from the experts, the researchers used several dimensions to conduct research, namely, *Form* in the form of product sizes from Pizza Hut. *Performance Quality* in the form of taste, texture and aroma of the Pizza Hut product. *Conformance Quality* , where Pizza Hut depicted on boards, flyers and menu books with real products is the same or not, judging by the color and shape.

Direct Selling

Drect selling is a method of selling certain goods or services to consumers face- to -face outside retail locations by a marketing network developed by business partners and working based on sales commissions, sales bonuses and reasonable membership fees. The above definition explains that *direct selling* is a way of selling goods or services to consumers face-to-face which is carried out by the marketing network of a company's business partners to offer the products it produces ([Guo et al., 2021](#); [Zhang et al., 2021](#)).

Advertisement

Advertising is one of the most common media for companies to communicate persuasively to target buyers and the public ([Silva et al., 2021](#); [Yan et al., 2022](#)). Advertising is one of the most common tools used by companies to direct persuasive communications to target buyers and the wider community ([von Nordheim et al., 2022](#)). The word advertising comes from the Greek which means more or less 'to lead people to ideas' ([Mehta & Bharadwaj, 2021](#); [Thompson et al., 2021](#)). The comprehensive understanding of advertising is all forms of activity to present and promote ideas, goods, or services in a non-personal manner that is paid for by certain sponsors ([Kuspriyono, 2018](#)).

Buying decision

Purchasing Decisions is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, advertising, physical evidence, people and process, thus forming an attitude on the consumer to process all information and draw conclusions in the form of a response that appears what product to be purchased ([Kuspriyono, 2018](#); [Sofi & Nika, 2017](#)). The purchase decision is the stage in the buyer's decision-making process where the consumer actually buys. Consumers are free to choose the desired product

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according to their needs, decide where to buy, how, how much to buy, when to buy, and why to buy (Klein & Sharma, 2022; Pavlović-Höck, 2022).

Decisions Purchase is a consumer's decision regarding preference for brands that exist in the choice pool and can form purchase intentions most preferred brand (Philip Kotler et al., 2008). Consumers buy and consume products not only because of their initial functional value, but also because of their social and emotional values (Achar et al., 2016; Azman & Sahak, 2014). Thus, a purchase decision is the selection of one of two or more alternative purchasing decision options, meaning that a person can make a decision, there must be several alternative choices. (Kotler & Armstrong, 2008) . "Consumers go through five stages in the buying decision process, including problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior" (Philip et al., 2008 : 184) . Based on the description above that the purchase decision is a selection of various alternative choices that need to be determined by a person when determining his desire for a product/goods/service that he likes/wants.

METHOD

This research is a quantitative research, taking the place of research at Pizza Hut Serang . The data used in this study are primary and secondary data obtained from distributing questionnaires to Pizza Hut consumers . The sample used is 100 respondents . Data analysis used multiple linear regression technique using SPSS program (Basuki & Prawoto, 2019; Ghozali, 2016; Sugiyono, 2019).

RESULT AND DISCUSSION

Data Analysis and Hypothesis Testing

Research Instrument Test

The validity test will be determined by correlating each item's score with the total score (*Pearson Product Moment Correlation*). The test used a two - sided test with a significance level of 0.05 . If $r_{count} > r_{table}$, it is stated that there is a significant correlation with the total score (stated valid). If $r_{count} < r_{table}$, it is stated that there is no significant correlation with the total score (invalid). While the r_{table} is sought at a significance level of 0.05 with a 2-sided test and the amount of data $(n) - 2 = 100 - 2$, then the r_{table} is 0.165 (see the attachment table r). The results of the validity test can be seen in Table 1 .

Table 1
Validity Test Results

Variable	Indicator	r count	Sig.	r table	Information
Product Quality (X1)	X1.1	0.819	0,000	0,165	Valid
	X1.2	0.863	0,000		Valid
	X1.3	0,816	0,000		Valid
Direct Selling (X2)	X2.1	0,763	0,000	0,165	Valid
	X2.2	0,678	0,000		Valid
	X2.3	0,724	0,000		Valid
Iklan (X3)	X3.1	0,763	0,000	0,165	Valid
	X3.2	0,668	0,000		Valid
	X3.3	0,797	0,000		Valid
	X3.4	0.589	0,000		Valid

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Purchase Decision (Y)	Y 1	0.595	0, 000	0.165	Valid
	Y 2	0.755	0, 000		Valid
	Y 3	0.750	0, 000		Valid
	Y 4	0.756	0, 000		Valid
	Y 5	0.771	0, 000		Valid

Source: Data after processing, 202 2

From Table 1 , it can be seen that all indicators have r arithmetic $>$ r table, thus all indicators in table 1 are valid and ready to be investigated further.

Reliability Test

Reliability is an index that shows how much a measuring instrument can be trusted or reliable. If a measuring device is used repeatedly to measure the same symptoms and the results obtained are relatively consistent, then the measuring device is *reliable* . In other words, reliability shows the consistency of a measuring instrument in measuring the same phenomenon. Reliability testing in this study uses the *Cronbach's Alpha* method, because this method is very suitable for use on scores in the form of scales or scores of ranges. The limit value used is 0.7 (Sekaran, 1992). The results of the reliability test can be seen in Table 2 .

Table 2
Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Information
Product Quality (X1)	0, 840	Reliable
<i>Direct Selling</i> (X2)	0.785	Reliable
Advertising (X3)	0.781	Reliable
Purchase Decision (Y)	0.785	Reliable

Source: Data processed, 202 2

Based on table 2 above, all variables in this study are reliable, because the value of *Cronbach's alpha* $>$ 0.7. Thus it can be concluded that all variables have met the requirements for further research.

Classic assumption test

Normality test

Normality test is intended to show that the sample comes from a population that is normally distributed. There are several techniques that can be used to test the normality of the data, in this normality test the researcher uses the results of the *Kolo mogorof -S mirnov test with the help of the SPSS program*. The results of the normality test can be seen in the table below :

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	mean	.0000000
	Std. Deviation	1.80286335
Most Extreme	Absolute	.086

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Differences	Positive	.079
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.068 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Sumber: Data Output SPSS Statistics, 2022

Based on table 3 of the SPSS output above, it is known that the significance value of Asymp.Sig (2-tailed) is 0.068, which is greater than 0.05. So according to the basis of decision making in the *Kolmogorov-Smirnov normality test* above, it can be concluded that the data are normally distributed. Thus, the assumptions or requirements for normality in the regression model have been met.

Multicollinearity Test

This study uses Variance Inflation Factor (VIF) and tolerance values to test for multicollinearity disturbances. If the tolerance value is above 0.1 and the VIF value is below 10, then there is no multicollinearity. The results of the multicollinearity test can be seen in the following table:

Table 4
Hasil Uji Multikolinieritas

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3.436	1.460		2.353	.021		
	Kualitas Produk	.525	.126	.360	4.154	.000	.773	1.294
	Direct Selling	.088	.123	.065	.718	.474	.705	1.418
	Advertisement	.481	.111	.389	4.328	.000	.718	1.392

a. Dependent Variable: Purchase Decision

Source: SPSS Statistic Output Data, 2022

Based on the table above in the "Collinearity Statistics" section, it is known that the Tolerance value for the Product Quality variable is 0.773, Direct Selling is 0.705, and Advertising is 0.718, which value is greater than 0.10. Meanwhile, the value of VIF for Product Quality is 1.294, Direct Selling is 1.418, and Advertising is 1.392 where the value is < 10.00. So referring to the basis of decision making in testing multicollinearity, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Regression Analysis (Partial t-Test)

Simple linear regression analysis was used in this study with the aim of to determine whether there is an effect of the independent variable on the dependent variable. Statistical calculations in simple linear regression analysis used in this research is to use the computer program *SPSS for Windows* . Summary of the results of data processing using The SPSS programs are as follows:

Table 5
Regression Test Results

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

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		B	Std. Error	Beta		
1	(Constant)	3.436	1.460		2.353	.021
	Kualitas Produk	.525	.126	.360	4.154	.000
	Direct Selling	.088	.123	.065	.718	.474
	Iklan	.481	.111	.389	4.328	.000
a. Dependent Variable: Purchase Decision						

Source: Processed primary data, 2022

From these results, when written in *standardized form*, the regression equation is as follows:

$$Y = 0.360 X1 + 0.065 X2 + 0.389 X3 + e$$

Information:

Y = Variable Buying decision

X1 = Product Quality Variable

X2 = *Direct Selling* Variable

X3 = Advertising Variable

e = error

From the multiple regression equation above, it can be concluded that:

- The constant value of 3.436 means that if the value of Product Quality, Direct Selling and Advertising is zero, the value of Purchase Decision is 3.436.
- The regression coefficient of X1 variable (Product Quality) is 0.360 (positive sign) meaning that each addition/increase of 1 unit of Product Quality will increase the Purchase Decision by 0.360, and vice versa if it decreases by 1 unit, the Purchase Decision is predicted to decrease by 0.360. Assuming that the other independent variables are held constant.
- The regression coefficient of X2 variable (*Direct Selling*) is 0.065 (positive sign) meaning that if it is loyal to an addition/increase of 1 unit of belief, it will increase the Purchase Decision by 0.065 and vice versa if it decreases by 1 unit, the Purchase Decision is predicted to decrease by 0.065. Assuming that the other independent variables are held constant.
- The X3 regression coefficient for the variable (Advertising) is 0.389 (positive sign) meaning that if it is faithful to add/increase 1 unit of confidence, it will increase the Purchase Decision by 0.389 and vice versa if it decreases by 1 unit, the Purchase Decision is predicted to decrease by 0.389. Assuming that the other independent variables are held constant.

F Test (Simultaneous)

The F test is known as the Simultaneous Test or Model Test/Anova Test, which is a test to see how the effect of all the independent variables together on the dependent variable. The results of the F (simultaneous) test in this study are as follows:

Table 6
F . Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	255,209	3	85.070	25,380	.000 ^b
	Residual	321.781	96	3.352		
	Total	576,990	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Advertising, Product Quality, Direct Selling						

Source: Processed primary data, 2022

F test decision making criteria (Simultaneous):

1. If F count < F table, then Ho is accepted and Ha is rejected
2. If F count > F table, then Ho is rejected and Ha is accepted

Determining the calculated F value as the limit of the acceptance or rejection of the hypothesis can be done with the formula $(dk) = nk$ where $n =$ many samples, while $k =$ the number of independent and bound variables with a significant level $\alpha = 5\%$ (0.05) then the F table value is obtained of 2.47. Because the calculated F value > F table, (25.380 > 2.47) with a significant level of 0.000 > 0.05, it can be concluded that Ho is rejected Ha is accepted, meaning that the variables are Product Quality (X1), *Direct Selling* (X2) and Advertising (X3) simultaneously has a positive and significant effect on Purchase Decision (Y). Thus hypothesis 4 is **accepted** .

Coefficient of Determination Test

The coefficient of determination (R^2) essentially measures how far the ability of the model to explain the variation of the dependent variable. Coefficient value determination is between zero and one (Ghozali, 2001). Coefficient value determination can be seen in table 7 below:

Table 7
Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.425	1,831
a. Predictors: (Constant), Advertising, Product Quality, Direct Selling				

Source: Processed primary data, 2022

The results of calculations using the SPSS program can be seen that the coefficient of determination (R^2) obtained is 0.442. This means that 44.2% of purchasing decisions can be explained by the variables of product quality, direct *selling* and advertising, while the remaining 55.8% purchasing decisions are influenced by other variables not examined in this study.

Research Hypothesis Test

Hypothesis testing to find out how far the influence of the independent variable el explains the dependent variable. The results of hypothesis testing in this study refer to table 4. 21 with the following conditions:

H1 = Ho: $b_1 = 0$: Product quality (X1) has no significant positive effect on purchasing decisions

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- Ha : $b_1 > 0$: Product quality (X 1) has a significant positive effect on purchasing decisions .
- H2 = Ho : $b_2 = 0$: *Direct Selling* (X2) has no significant positive effect on Purchase Decision .
Ha : $b_2 > 0$: *Direct Selling* (X2) has a significant positive effect on Purchase Decision .
- H3 = Ho : $b_3 = 0$: Advertising (X3) has no significant positive effect on Purchase Decision .
Ha : $b_3 > 0$: Advertising (X3) has a significant positive effect on Purchase Decision .

The test results with SPSS are obtained as follows:

- H1 = Product Quality Variable (X1) obtained t value of 4 , 154 > t table 1.984 with a significance level of 0.000 , the significance value is less than 0.05, which means Ho is rejected . Ha is accepted . That product quality has a significant positive effect on purchasing decisions . Thus hypothesis 1 is accepted .
- H2 = *Direct Selling* variable (X2) obtained a t -count value of 0.718 < t table 1.984 with a significance level of 0.474 , the significance value is greater than 0.05, which means Ho is accepted and Ha is rejected. That *Direct Selling* has no significant effect on the Purchase Decision . Thus, hypothesis 2 is rejected.
- H3 = Advertising variable (X3) obtained a t-count value of 4 , 328 > t table 1,984 with a significance level of 0, 000 , the significance value is less than 0.05, which means Ho is rejected and Ha is accepted. That advertising has a significant positive effect on purchasing decisions . Thus hypothesis 3 is accepted.

Discussion of Research Results

Product Quality Affects Purchase Decisions

Product Quality Variable (X1) has a significant positive effect on Purchase Decision (Y). Because the significance level is 0.000, the decision making is to accept Hypothesis 1. This result is in line with [Kotler & Armstrong \(2008\)](#), which states that product quality is closely related to the product's ability to perform its functions, including overall product, reliability, accuracy, convenience. operation and repair, and other valuable attributes. These results indicate that consumers of Pizza Hut Lontar Serang view that the quality of pizza hut products is very good compared to other products so that consumers tend to decide to buy Pizza Hut. This research is in line with research conducted by Ernawati (2019) and suggests continuing to improve the product quality of a company so that more consumers will buy the product . The consumer's perception of the quality of the product is increasing, the consumer's interest in buying the product will increase and vice versa.

Direct Selling Has No Influence on Purchase Decisions

Direct Selling variable (X2) does not have a significant effect on Purchase Decisions (Y), because the level of significance is 0.474 , the decision making is to reject Hypothesis 2. There is no effect of *direct selling* on consumer purchasing decisions for Pizza Hut Lontar Serang, the possibility of direct selling that What is done by Pizza Hut is considered by consumers to be only limited to street promotions, consumers do not want to buy Pizza gut on the side of the road like what has been done by Pizza Hut selling pizza hut products directly like at the red light lontar. In the minds of Pizza Hut consumers it is embedded that Pizza Hut is a quality product (*high class*) which has store outlets which when visiting it is able to provide more value to consumers, therefore consumers are reluctant to buy pizza hut on the roadside. This research is not in line with the research of Novrial Junaidi (2017) and suggest improving the way they sell directly to consumers . The way to sell pizza on the side of the road which is considered as a *direct selling* is

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not a good way to sell for a well-known brand. Even though they have been selling on the roadside, consumers still prefer to buy pizza at outlets that are already available in stores. This means that *Direct Selling* is not the only variable that can improve consumer purchasing decisions for a product or service.

Advertising Influences Purchase Decisions

Advertising variable (X3) has a significant positive effect on Purchase Decision (Y). Because the significance level is 0.00, the decision making is to accept Hypothesis 3. Advertisements made by Pizza Hut are able to move consumers to buy Pizza Hut products, because advertising is all forms of presentation and promotion of pizza hut products. In the advertisements shown by Pizza hut, such as images of appetizing food and rational price offers, from the cheapest to the most expensive prices, according to the selected portion. And the flavor variants listed in the ad are able to attract consumers to buy Pizza Hut products. This research is in line with Taat [Kuspriyono \(2018\)](#) and suggests continuing to increase the advertising value of a product to the public, because advertising is the most effective medium for promoting a brand . Currently, various advertising channels, especially through social media, can be maximized into advertising media.

Product Quality, Direct Selling, and Advertising Affect Purchase Decisions

The fourth hypothesis shows that product quality (X1), direct selling (X2), and advertising (X3) have a significant effect on purchasing decisions (Y) for Pizza Hut Serang consumers. Based on the test results, the calculated F value was 25.380 and the significance was 0.000 ($p < 0.05$). Thus the decision making is to accept Hypothesis 4. So this study can clearly state the factors that significantly and simultaneously influence consumer purchasing decisions at Pizza Hut Serang. This influence can be caused by the formation of consumer perceptions of Pizza hut where, pizza hut products are of good quality, during this pandemic direct selling carried out by pizza hut is able to reach consumers more broadly and the advertisements carried out provide information to consumers. This research is in line with [Taat Kuspriyono \(2018\)](#) and suggests continuing to increase the value of a brand .

CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded that : The majority of this research sample is female with a percentage of 66% with ages ranging from 21-30 years by 64% with the last education level of high school/high school of 65% or in other words that respondents are still in college by 28%. Then the average monthly expenditure of more than 2,000,000 and 44% 2-3 times buying Pizza Hut in the last 6 months, of course the reasons for buying Pizza Hut are very diverse ranging from location, taste, price, completeness, and store atmosphere. In this study, product quality and advertising variables have a positive and significant effect on purchasing decisions, but not for *direct* selling. This influence is positive, meaning that if the quality of the product or advertisement is improved, the purchase will increase, and vice versa. Simultaneously all three have a significant effect on purchasing decisions. This research model is able to explain the variation in Y variable by 44.2%. This can be seen based on the R2 value of 0.442. While the remaining 55.8% is explained by variables outside the model (error). Theoretically, the quality of Pizza Hut products greatly influences consumer decisions to buy products from Pizza Hut. During this pandemic, even though Pizza Hut took to the streets to offer their products to consumers, it turned out that consumers did not accept this condition, because consumers knew that Pizza Hut was a fast food restaurant

that was classified as having a luxury value in the eyes of consumers. Hut is not able to increase public interest to buy Pizza Hut products that are sold on the roadside.

Suggestion for the company is that because *direct selling* does not affect purchasing decisions, this activity should be stopped by the management of Pizza Hut. Advertising has a greater influence than product quality, therefore efforts need to be made to increase its attractiveness aspect. This is based on the results of the score of the item attractiveness of the ad which is in the lowest position. For further research, for further research, it is recommended to add relevant variables to the model. These variables include: price, brand image, service quality.

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