



RESEARCH ARTICLE

# Analysis of the Frequency of Consumer Visits to Pizza Hut Fast Food Restaurants in Banda Aceh City

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## Abstract

This research aims to determine whether product, price, promotion, location and lifestyle variables influence the frequency of consumer visits to the Pizza Hut fast food restaurant in Banda Aceh and which variables are the most dominant in influencing the frequency of consumer visits. The research respondents were 80 consumers taken using convenience sampling. Data collection was carried out by distributing questionnaires to each respondent. Furthermore, the data analysis equipment used is multiple linear regression. The research results show that product, price, promotion, location and lifestyle factors have a positive influence on the frequency of visits by consumers of Pizza Hut fast food restaurants in Banda Aceh. The factor that has the greatest influence on the frequency of consumer visits is the product factor. The relationship between product, price, promotion, location and lifestyle factors and the frequency of visits is not close. Statistical testing shows that simultaneously the five factors (product, price, promotion, location and lifestyle) have a significant effect on the frequency of visits by consumers of Pizza Hut fast food in Banda Aceh. Meanwhile, partially only product factors have a significant influence. On the other hand, price, promotion, location and lifestyle factors do not partially have a significant effect. The conclusion that can be drawn from this research is that the frequency of consumer visits to the fast food restaurant Pizza Hut Banda Aceh is influenced by product, price, promotion, location and lifestyle factors. However, the factor that has the most dominant influence on visit frequency is only the product factor.

## Keywords

Analysis, Frequency, Visits, Consumers, Restaurants, Fast Food

## 1 | INTRODUCTION

Nowadays, the world continues to experience increasingly rapid changes in the current era of globalization which is full of information. This change also influences various human behavior in consuming goods and services. Humans need various kinds of needs, including food, clothing, knowledge, and so on. Human needs are a state of partial basic satisfaction that is felt and realized. A need becomes a drive when the need arises to a sufficient level of intensity. One type of food that is much in demand by people today is pizza. Pizza is a type of fast food because it is easy to prepare and is a food that is eaten every day. This food originating from Italy is very popular throughout the world. This phenomenon is proven by the existence of many restaurants that provide pizza as one of the dishes on their menu, both in various countries and in Indonesia itself. In fact, it is not uncommon for there to be restaurants that specialize in selling pizza as a main dish with various flavors, whether restaurants that are managed as franchises or individual businesses. Nowadays pizza can be found anywhere because of the popularity of its distinctive taste and according to the tastes of today's consumers. Pizza is a type of food that is classified as baked bread. Because it is made from flour mixed with various food ingredients such as meat, peppers, corn, mushrooms, cheese, tomatoes, onions and other ingredients which are then baked in a special circular baking pan which is the characteristic of this dish. Initially pizza was a type of food in Italy, because its taste was very distinctive and delicious, then this food became popular in Europe, developed in America, spread to Asia and then throughout the world. The large number of people interested in this type of food then motivated restaurateurs to open specialty pizza restaurants, which then grew rapidly throughout the world. There are franchise businesses such as Pizzat and Papa Ron's Pizza, and there are also individual businesses such as Pizza Hut in the city of Banda Aceh.

## 2 | LITERATURE REVIEW

### **Understanding Marketing**

Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of value with other parties [1]. Marketing is an overall system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services to both current and potential consumers [2]. The company's main task is to design, produce, distribute and sell goods and services that are attractive to its target customer market [3]. The key to organizational survival is the organization's ability to change itself when the environment changes and demands new behavior [4]. The importance of marketing for the success of a company causes entrepreneurs to develop new business ideas. This is intended to maintain and develop the business being run [5].

### **Understanding Consumer Behavior**

Provides an understanding of consumer behavior as actions that are directly involved in obtaining, consuming and disposing of products and services, including the previous decision process in the action of deciding to consume goods and services [6]. Consumer behavior is the action directly involved in obtaining, consuming and arranging products and services, including the decision processes that precede and follow that action [7]. including what he bought, why he bought it, when, where and how he bought it, how often and how much he bought [8]. The decision process taken by consumers is a collection of a number of existing criteria [9]. Personal decisions will collaborate with a number of other decisions, especially since the decisions that will be taken are closely related to fulfilling mutual satisfaction. In making a decision to purchase a product, consumers will be faced with several stages [10]. Thus, there are several stages that influence consumer satisfaction in realizing their purchase, including recognition of the need to search for information, evaluation of alternatives, purchasing decisions and behavior after purchasing itself. The next stage is evaluation and assessment of alternatives because the types and forms of products sold are relatively diverse. This process will provide maximum satisfaction if consumers do it wisely. This means that what will be consumed in the future will be able to provide satisfaction to the consumer.

### **Understanding Repurchase (Rebuying/Retention)**

There are generally three types of repurchase tasks or situations:

- a. Straight rebuy
- b. Modified rebuy
- c. New-task rebuy

Perception is the process by which a person selects, organizes and interprets information [11]. When consumers gather information about high-involvement products they will follow a series of steps or hierarchy of effects. Exposure to a piece of information, such as a new product advertisement, or a friend's recommendation, attracts attention, then comprehension, and finally retention in the consumer's memory. Once consumers have complete perceived information, they will use it to evaluate alternative brands and decide which to purchase.

## Marketing Mix Variables

As a factor that a company can control, the marketing mix is a determining factor for a company in controlling the market. Companies must be able to maximize performance on each variable in the marketing mix so that they can increase the frequency of sales and consumer visits and generate profits for the company. This is important to pay attention to by every company that wants the products or services they produce to be marketed well. The marketing mix is a tool that will determine the level of marketing success for the company, and all of this is aimed at providing satisfaction to the selected market segments or consumers [12]. The main marketing mix variables that will be discussed here are product, price, promotion and location. These four are the main elements of the marketing mix which also determine the frequency of consumer visits to a product [13]. The marketing mix is the most basic variable in marketing, namely the product, which is a real offer to the market including the characteristics and form of the product, packaging, brand and implementation policies [14]. Another important marketing variable is price, namely the amount of money that customers have to pay to obtain the product [15]. Location refers to the various activities a company undertakes to make a product available and obtainable to target consumers [16]. Finally, promotion refers to various activities carried out by the company that communicate the goodness of its products and persuade customers and target consumers to buy the product [17].

## Definition of Product

Products/goods are complex characteristics both tangible and intangible, including packaging, color, price, company and retailer prestige, company and retailer services, which are received by buyers to satisfy their desires or needs [12]. Products can be defined as everything something that can be offered to the market to relieve a need. Product categories can include physical objects, people, locations, organizations and ideas [18]. Other terms for a product are offer, package value or series of benefits". There are many factors that must be considered by producers so that the product offered can be accepted by consumers. One of them is the brand, because the brand can represent a discourse or view (image) of consumers towards the product. A brand is a name, term, symbol or design, or a combination thereof which is intended to identify goods or services from a seller or group of sellers and differentiate them from goods produced by competitors [12].

## Understanding Price

Selling price is one of the most important elements in gaining market share and the company's profit level. Price is the only element in the marketing mix that generates sales revenue [19].

## Definition of Promotion

Promotion is a one-way flow of information created to direct a person or organization to actions that create exchange in marketing activities [12]. Promotion is an activity of introducing a product, convincing and reminding the benefits of the product to target buyers in the hope that they will be moved and voluntarily buy the product [20]. Carrying out promotional activities can be carried out using several means, namely four means of the promotion mix [21].

## Understanding Location

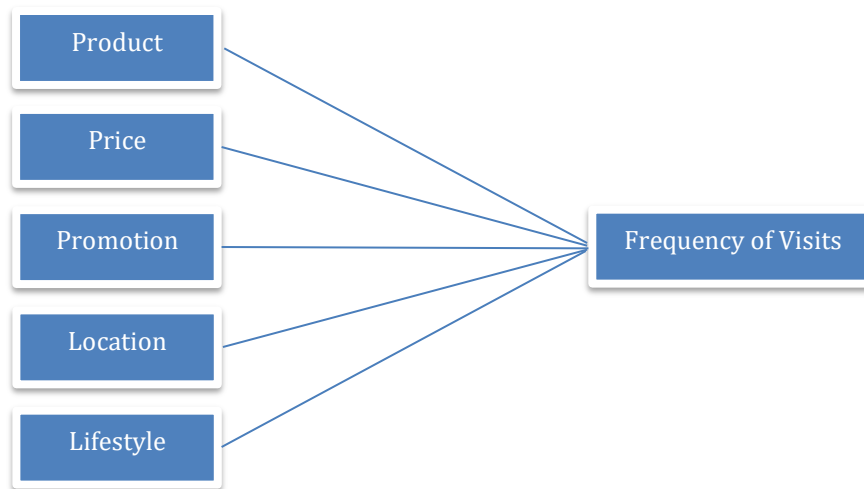
Location refers to the various activities a company undertakes to make a product available and obtainable for target consumers [16]. So it can be said that the location benefit, time benefit and property benefit show the distribution value. The definition of distribution channels is that distribution channels for goods are channels used by producers who distribute goods from producers to consumers or industrial users [12].

## Lifestyle

A person's lifestyle is a person's pattern of living in the world expressed in their activities, interests and opinions [22]. Lifestyle describes a person's whole self interacting with his environment, lifestyle is the result of changes in social status which also means changes in wealth, power and information (education) [23]. In general, social, political, economic and information differences will widen the distance between people in different social hierarchies. Lifestyle has a special correlation with behavioral variables and a person's social status [24]. So, whatever way a person spends his time, money, and chooses things that are attractive in his environment and his opinion about life is called a lifestyle or pattern of living [25].

## Framework

A framework of thought is a basic idea that contains a combination of theory with facts, observations and literature studies, which will be used as a basis for research activities. The framework of thought can then be explained or depicted in the form of an arrangement of interconnected charts, or a flow chart. So, from different sources, a framework of thinking is defined as a diagram that explains in general the logical flow of research. From the theoretical studies and reviews that have been described previously, a scheme of a framework of thinking can be described as follows:



**Figure 1.** Scheme of Thought Framework

### 3 | METHODOLOGY

#### Data Analysis Tools

To analyze the data to find the influence of the independent variables on the dependent variable, the empirical model that will be used in this research is multiple linear regression:  $Y = f(X_1, X_2)$

The function stated above is a linear function which is considered to fulfill the assumptions of Classical Linear Regression (CLR), namely the assumption of linearity. So that linearity can be formulated into the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Where:

Y = Visit Frequency

A = Constant (frequency of visits without being influenced by product, price, promotion, place and lifestyle)

B = Aggression coefficient

X<sub>1</sub> = Product

X<sub>2</sub> = Price

X<sub>3</sub> = Promotion

X<sub>4</sub> = Location

X<sub>5</sub> = Lifestyle (Prestige)

#### Hypothesis test

The research hypothesis can be explained as follows:

Ho<sub>1</sub>: There is no product influence on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ha<sub>1</sub>: There is an influence of product on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ho<sub>2</sub>: There is no effect of price on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ha<sub>2</sub>: There is no effect of price on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ho<sub>3</sub>: There is no influence of promotions on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ha<sub>3</sub>: There is an influence of promotions on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ho<sub>4</sub>: There is no effect of location on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ha<sub>4</sub>: There is an influence of location on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ho<sub>5</sub>: There is no influence of lifestyle on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

Ha<sub>5</sub>: There is an influence of lifestyle on the frequency of visits to the Pizza Hut fast food business in Banda Aceh City.

#### Reliability Testing

This test is used to determine whether the data collection tool has demonstrated the level of accuracy, validity or consistency of the tool in revealing certain symptoms from a group of individuals, even though it was carried out at different times. The minimum acceptable coefficient is above 0.60 [26]. Manually calculating reliability can be done using the formula:

$$r. tot = \frac{2(r. tt)}{1 + r. tt}$$

r. tot = Overall reliability number for the item

r. tt = Correlation number of the first part and the second part of the statement item in one variable.

### Validity Testing

Validity shows the extent to which a measuring tool measures what it wants to measure [27]. Determining validity is based on a comparison of the correlation value obtained between the item score and the total item score, with the critical value of the product moment correlation ( $r_{table}$ ). If the calculated correlation value ( $r_{count}$ ) > table r value at the 95% confidence level, it can be interpreted that the statement items are valid.

## 4 | RESULT

### Reliability Testing Results

**Table 1.** Results of Questionnaire Reliability Testing

Variable	Amount	Cronbach Alpha value	Information
Frequency of Visits	4	0,646	Reliable
Product	4	0,609	Reliable
Price	4	0,607	Reliable
Promotion	4	0,619	Reliable
Location	4	0,795	Reliable
Lifestyle	4	0,785	Reliable

Source: Primary Data (processed), 2024

### Validity Testing Results

**Table 2.** Validity Test Results

Variable	Statement Items	Calculated R value	R table value N = 80	Information
Frequency of Visits	A1	0,692	0,220	Valid
	A2	0,748	0,220	Valid
	A3	0,714	0,220	Valid
	A4	0,647	0,220	Valid
Product	B1	0,624	0,220	Valid
	B2	0,792	0,220	Valid
	B3	0,679	0,222	Valid
	B4	0,604	0,220	Valid
Price	C1	0,672	0,220	Valid
	C2	0,765	0,220	Valid
	C3	0,692	0,220	Valid
	C4	0,628	0,220	Valid
Promotion	D1	0,754	0,220	Valid
	D2	0,789	0,220	Valid
	D3	0,611	0,220	Valid
	D4	0,583	0,220	Valid
Location	E1	0,808	0,220	Valid
	E2	0,649	0,220	Valid
	E3	0,843	0,220	Valid
	E4	0,832	0,220	Valid
Lifestyle	F1	0,769	0,220	Valid
	F2	0,855	0,220	Valid
	F3	0,777	0,220	Valid
	F4	0,717	0,220	Valid

Source: Primary Data (processed), 2024

**Table 3.** Frequency Distribution of Respondents Based on Answer Choices to Statements Related to Visit Frequency

Statements Relating to Frequency of Visits	Alternative Answer Choices					Average
	SJ	J	CS	S	SS	
How often do you visit Pizza Hut	-	-	39	41	-	3,510
Holidays or certain other days are often crowded with consumers.	-	11	50	19	-	3,100
People around you often visit Pizza Hut.	-	1	43	36	-	3,440
According to you, Pizza Hut is often visited by many consumers.	1	4	43	32	-	3,330
<b>Average</b>						<b>3,344</b>

Source: Primary Data (processed), 2024

### Classic Assumption Test Results

The multicollinearity test is used to determine whether there is a significant correlation between independent variables. A good multiple linear regression requires that there are no symptoms of multicollinearity. This is because if these symptoms occur, the estimate of changes in the dependent variable due to changes in the independent variable will be biased. In this research, multicollinearity testing is approached by the VIF (Variance Inflation Factor) value. If the VIF is greater than 5.00 then the variable is believed to have multicollinearity problems with other independent variables [28]. On the other hand, if the VIF value is smaller than 5.00, it means that there is no multicollinearity. The test results show that the VIF value of each independent variable used in the regression model is smaller than 5.00 as shown in the following table:

**Table 4.** Variance Inflation Factor (VIF) Values for Each Variable Multicollinearity Test Results

No	Variable	VIF Value
1	Product	1,287
2	Price	2,106
3	Promotion	1,710
4	Location	2,158
5	Lifestyle	2,194

Source: Primary Data (processed), 2024

**Table 5.** SPSS Results Section Showing the Regression Coefficient Values for Each Independent Variable

Model	Unstandardized Coefficients		Standardized Coefficients	T	sig.	Collinearity Statistics	
	A	Std. Error	Beta			Tolerance	VIF
(Constant)	2.352	0.478		4.917	0.000		
Product	0.341	0.105	0.389	3.261	0.002	0.777	1.287
Price	0.042	0.110	0.057	0.380	0.705	0.475	2.106
Promotion	0.054	0.097	0.075	0.557	0.579	0.585	1.710
Location	0.045	0.132	0.051	0.337	0.737	0.433	2.158
Lifestyle	0.016	0.142	0.017	0.111	0.912	0.456	2.194

Source: Primary Data (processed), 2024

From the SPSS output section above, the equation that describes the relationship between consumer visit frequency as a function of product, price, promotion, location and lifestyle factors can be written as follows.

$$Y = 2,352 + 0,341X_1 + 0,042X_2 + 0,054X_3 + 0,045X_4 + 0,016X_5$$

From this equation, it can be seen that the regression coefficient (X1) for the product factor is 0.341.

**Table 6.** SPSS Printout Section Explaining the Correlation Coefficient (R) and Determination Coefficient (R<sup>2</sup>) Values

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0.470	0.221	0.168	0.39373	1.986

Source: Primary Data (processed), 2024

**Proving Hypothesis****Table 7.** Summary of Hypothesis Testing

Testing Form	Statistical Value		Information
	F <sub>count</sub>	t <sub>table</sub>	
Simultaneous testing	4,193	2,338	The five factors have a significant influence.
<b>Partial testing</b>	<b>T<sub>count</sub></b>	<b>T<sub>table</sub></b>	
Product	3,261	1,991	Product has a significant effect (It is accepted, and Ho1 is rejected)
Price	0,380	1,991	Price has no significant effect (Ha2 is rejected, and Ho2 is accepted)
Promotion	0,557	1,951	Promotion has no significant effect (Ha3 is rejected, and Ho3 is accepted)
Location	0,337	1,991	Location has no significant effect (Ha4 is rejected, and Ho4 is accepted)
Lifestyle	0,111	1,991	Lifestyle has no significant effect (Ha5 is rejected, and Ho5 is accepted)

Source: Primary Data (processed), 2024

**5 | CONCLUSIONS AND FUTURE WORK**

From the results of the research and discussion presented in the previous chapter, several conclusions can be drawn and the following suggestions are given.

- Product variations, prices, promotions, location and lifestyle have a positive influence on the frequency of visits by consumers to Pizza Hut fast food restaurants in Banda Aceh City. This means that the better consumers' perceptions of products, prices, promotions, places and lifestyle, the greater their tendency to visit Pizza Hut fast food. Among these four variables, the one with the greatest influence on the frequency of consumer visits is the product variable.
- The relationship between product, price, promotion, location and lifestyle variables and visit frequency is not close, as indicated by the correlation coefficient (R) value of 0.470. Furthermore, the coefficient of determination (R<sup>2</sup>) value of 0.221 means that only 22.1 percent of the frequency of visits by consumers to Pizza Hut fast food restaurants is influenced by these four variables. The remaining 77.9 percent (1-0.221) is influenced by other factors outside the model. These other factors include income, the quality of service provided by Pizza Hut itself, and consumer satisfaction in utilizing the services provided by employees.
- Statistical testing shows that simultaneously the five variables (product, price, promotion, location and lifestyle) have a significant effect on the frequency of visits by consumers of Pizza Hut fast food in Banda Aceh City. Meanwhile, partially only the product variable has a significant effect. On the other hand, the variables price, promotion, location and lifestyle partially do not have a significant effect.

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