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Application of *Engineering Beverage Menu* in Driving Guest Drink Purchase Decisions at Hotel Restaurants

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Abstract: This research is motivated by the tendency of menu engineering studies that still place menus as managerial instruments to assess popularity, profitability, and sales contribution. In fact, in hotel restaurants, the drink menu also functions as a communication medium that helps guests read information, compare alternatives, and determine purchases. This study aims to analyze the influence of the application of the engineering beverage menu on the decision to purchase guest drinks at Wood 1820 Yuan Garden Restaurant, Hotel Pasar Baru, Jakarta. The study uses a quantitative approach with a causal associative design. The sample consisted of 99 guests who had bought a drink and were selected through purposive sampling. Data was collected using a Likert scale questionnaire containing 24 statements. The variables of the beverage engineering menu are measured through the display of the menu, clarity of information, product description, variety of drinks, placement of superior menus, price suitability, and ease of choice. Purchase decision variables are measured through product choice, belief in the restaurant, choice of place of purchase, time of purchase, and number of purchases. The data were analyzed using descriptive statistics, validity tests, reliability, regression prerequisite tests, and simple linear regression. The results showed that the implementation of the engineering beverage menu was in the good category with an average of 3,447, while the decision to purchase guest drinks was in the good category with an average of 3,464. The regression results showed a regression coefficient of 0.707, a significance of less than 0.001, and a determination coefficient of 0.439. These findings confirm that beverage engineering menus explain 43.90% of variation in purchasing decisions and act as a menu communication strategy that influences guest purchasing behavior.

Keyword: Beverage, Hotel Restaurant, Menu Engineering, Purchase Decision, Restaurant Menu.

INTRODUCTION

Food and beverage is the unit that determines the guest consumption experience in a hotel restaurant because it is in direct contact with the product, service, atmosphere, value perception, and potential sales of the restaurant. In that context, the menu cannot be

understood simply as a list of items for sale. Menus act as communication channels that convey product categories, prices, descriptions, and uniqueness of drinks to guests before they make a purchase decision. An informative and easy-to-understand menu can help guests evaluate product alternatives, while a less clear menu can create doubts in the purchasing process (Gopal et al., 2024; Ismail et al., 2024).

Recent studies of restaurant menus show that visual and informational elements on menus influence consumer response. Le et al. (2023) show that restaurant menus can shape purchase intention through visual appeal and the value of the information provided to consumers. Gopal et al. (2024) also emphasized that menu informativeness, menu visual appeal, and perceived convenience are factors that can increase purchase intent in the restaurant industry. Thus, an informative and easy-to-understand menu not only helps restaurant operations, but also works as a marketing instrument that can drive consumer purchasing behavior.

The beverage menu has its own complexity because the variety is wide and often consists of various categories, such as coffee, tea, juice, mocktail, cocktail, wine, spirit, traditional drink, and bottled drink. The sheer number of options can enrich alternatives for guests, but it can also lead to confusion if they are not accompanied by clear grouping, descriptions, and placement of information. Ismail et al. (2024) emphasized that menu attributes help consumers obtain information and evaluate alternatives before making a purchase.

Wood 1820 Yuan Garden Hotel Pasar Baru Jakarta is a Chinese restaurant concept hotel that serves hotel guests and general guests. Internal restaurant data shows that there are 88 beverage items divided into 13 categories. This diversity shows great sales potential, but at the same time demands systematic menu management so that guests can understand the choices quickly and precisely. From a restaurant management perspective, the diversity of menus that are not effectively managed can affect guests' attention to certain items and impact purchase opportunities.

The operational phenomenon shows that beverage purchases are not evenly distributed across all items. Sales data for February-March 2026 shows a decline in several menus, including Regular Coffee, Cappuccino, Caffe Latte, Tresno Koweepe, and Avocado Juice. This decrease cannot be directly attached to the engineering menu because it can be influenced by guest visits, promotions, staff recommendations, seasons, or other operational factors. However, this condition is an early signal that the way the beverage menu is served and communicated to guests needs to be studied further.

Initial interviews with restaurant supervisors showed that some guests chose familiar menus more often than trying other menus. Some guests also ask for staff recommendations because of the difficulty of choosing from the many variations of drinks. A pre-survey of 30 guests showed that 43.3% of respondents had difficulty choosing drinks due to the large number of choices, 36.7% were less interested in trying certain menus because the information and description of the menu was still limited, and 53.3% were more likely to buy familiar menus. These preliminary findings show that beverage purchasing decisions are not only influenced by product availability, but also by the way restaurants convey menu information to guests.

One of the relevant approaches to managing these problems is menu engineering. Safitri et al. (2023) explained that matrix based menu engineering can group menu items based on popularity and profitability so that restaurants can determine a more appropriate marketing mix strategy. Suwandy and Facrurezza (2023) show that the implementation of menu engineering helps business managers identify item categories and increase sales volume. Rinaldi and Hiskandar (2024) added that menu engineering can be used to improve the quality and attractiveness of menus through systematic evaluation of menu performance.

However, most menu engineering research still focuses on internal aspects of the restaurant, such as popularity, profitability, menu classification, contribution margin, sales volume, and revenue. In fact, aspects that are directly visible to guests, such as the appearance of the menu, clarity of information, product descriptions, variety, placement of featured menus, price suitability, and ease of choice, also have the potential to influence purchasing decisions. Romadhon et al. (2024) show that layouts, typography, colors, images, and prices in menu design can attract customers' attention to products.

Based on this study, this study has three main gaps. First, the variable gap can be seen from the dominance of previous research that measured menu engineering through profitability and sales volume, while this study focused on guest beverage purchase decisions. Second, the respondent gap arises because the previous study used a lot of internal restaurant data, while this study places guests as the main data source. Third, the context gap can be seen from the focus of the research on hotel restaurants and beverage menus, not public restaurants, bakeries, coffee shops, or food menus in general.

Thus, this study positions menu engineering beverage as a menu communication strategy that can influence guest purchase decisions. The contribution of the research lies in the expansion of the meaning of menu engineering from an internal analysis tool to a mechanism that helps guests understand, compare, and choose a beverage menu. The main question answered in this article is whether the application of the engineering beverage menu has an effect on the decision to purchase guest drinks at Wood 1820 Yuan Garden Hotel Pasar Baru Jakarta. In line with this question, this study aims to analyze the effect of the application of the engineering beverage menu on the decision to purchase guest drinks at Wood Restaurant 1820 Yuan Garden Hotel Pasar Baru Jakarta.

METHOD

This study uses a quantitative approach with causal associative design to test the effect of the application of the beverage engineering menu on guest beverage purchase decisions. This design was chosen because the research focuses on relationships between variables analyzed through numerical data and statistical procedures (Creswell & Creswell, 2023; Saunders et al., 2023). In the research model, the beverage engineering menu was placed as a predictor variable, while the decision to purchase guest beverages was placed as a response variable.

The affordable population in this study is guests who have bought a beverage menu at Wood Restaurant 1820 Yuan Garden Hotel Pasar Baru Jakarta. Based on the recapitulation of visits over six months, the average affordable population amounted to 9,937 guests per month. The sample was determined using the Slovin formula with an error rate of 10%, so that 99 respondents were obtained.

Data was collected through a structured questionnaire with five response options. The instrument consists of 24 statements, namely 14 items to measure the application of the beverage engineering menu and 10 items to measure the decision to purchase guest beverages. The variables of the beverage engineering menu include seven indicators, namely menu display, clarity of information, product description, beverage variation, placement of superior menus, price suitability, and ease of choosing menus (Safitri et al., 2023; Suwandy & Facrureza, 2023; Le et al., 2023; Gopal et al., 2024; Ismail et al., 2024; Romadhon et al., 2024).

The instrument meets the validity requirements because the entire item has a significance below 0.05. The instrument is also reliable because the value of Cronbach's Alpha variable for the beverage menu is 0.922 and the purchase decision is 0.913. The data were analyzed using descriptive statistics and simple linear regression. The prerequisite test

showed that the data met normality, linearity, and heteroscedasticity did not occur. The hypothesis is accepted if the significance value is ≤ 0.05 .

RESULTS AND DISCUSSION

This study involved 99 guests who met the criteria as respondents, namely having chosen and bought a beverage menu at Wood Restaurant 1820 Yuan Garden Hotel Pasar Baru Jakarta. Based on gender, respondents consisted of 61 males or 61.62% and 38 females or 38.38%. Based on age, the most respondents were in the range of 21-30 years, namely 47 people or 47.47%. Based on the status of visits, there were 47 hotel guests or 47.47% and 52 general guests or 52.53%. Meanwhile, based on the type of purchase, most respondents made dine-in purchases, namely 73 people or 73.74%.

The composition shows that respondents have hands-on experience in viewing menus, choosing drinks, and making purchases at restaurants. This condition is relevant to the purpose of the study because menu-based purchasing decisions need to be assessed by consumers who have actually interacted with the beverage menu and the purchase process at the research site.

Description of Implementation of Menu Engineering Beverage

The results of the descriptive analysis showed that the application of the engineering beverage menu obtained an average score of 3,447 with a TCR of 68.95% and was in the good category. These results show that the presentation of the beverage menu at Wood 1820 Restaurant in general has been considered to be quite helpful for guests in reading information, understanding alternatives, and determining beverage choices.

Table 1. Description of Implementation of Menu Engineering Beverage

| Indikator | Mean | TCR | Kategori |
|---------------------------------|-------|--------|-------------|
| Menu display | 3,596 | 71,92% | Good |
| Clarity of menu information | 3,475 | 69,49% | Good |
| Product Description | 3,490 | 69,80% | Good |
| Variations of the beverage menu | 3,343 | 66,87% | Pretty Good |
| Featured menu placement | 3,455 | 69,09% | Good |
| Price Compatibility | 3,318 | 66,36% | Pretty Good |
| Ease of choosing a menu | 3,455 | 69,09% | Good |
| Average | 3,447 | 68,95% | Good |

Based on Table 1, the indicator with the highest value is the menu display with a mean of 3.596. This shows that the visual aspect is the main strength in the presentation of the beverage menu. A neat, easy-to-read, and visually appealing menu can help guests recognize the beverage options available. These findings reinforce Le et al. (2023) and Gopal et al. (2024), who explain that visual appeal, information value, menu informativeness, and perceived convenience can shape consumer purchase intent. Romadhon et al. (2024) also emphasized that layout, typography, colors, images, and prices in menu design can attract customers' attention.

Clarity of menu information and product descriptions are also in the good category, with a mean of 3,475 and 3,490, respectively. These findings indicate that information about menu names, categories, prices, and beverage characteristics is enough to help guests evaluate their choices. This is in line with Ismail et al. (2024), who stated that menu attributes play a role in helping consumers obtain information before making a purchase decision. In the context of hotel restaurants, clarity of information is important because guests do not always have prior knowledge of all beverage items, especially featured menus or menus that are less familiar.

The beverage menu variation indicator obtained a mean of 3,343 and was in the category of quite good. These results show that the many variations of the menu have not been fully perceived optimally by guests. The large number of options can be an appeal, but it can also be confusing if it is not supported by category groupings, product descriptions, and clear information placement. These findings support Tanjung et al. (2023), Tiana and Nurhadi (2024), Sumantri et al. (2023), and Sutaguna et al. (2023), who suggest that menu variations can influence purchasing decisions, but their effectiveness remains dependent on clarity of information and suitability to consumer needs.

The price conformity indicator obtained the lowest value, which was a mean of 3.318 and was in the category of quite good. These findings show that some guests have not fully judged the price of a beverage in proportion to the quality, portion, taste, or consumption experience received. From a menu engineering perspective, price is not only related to the profitability of the restaurant, but also to the perception of customer value. When the relationship between price and product value is not well communicated, the purchase decision can be weakened. This is in line with Ismail et al. (2024), Tanjung et al. (2023), Antika and Indiani (2023), and Tiana and Nurhadi (2024), who place price as one of the important considerations in food and beverage purchase decisions.

Description of Guest Beverage Purchase Decision

The decision to purchase guest drinks obtained an average score of 3,464 with a TCR of 69.27% and was in the good category. These results show that guests have a positive tendency to choose, order, and buy the beverage menu at Wood Restaurant 1820 Yuan Garden Hotel Pasar Baru Jakarta.

Table 2. Description of Guest Beverage Purchase Decision

| Indicator | Mean | TCR | Kategori |
|------------------------------|-------|--------|-------------|
| Product selection | 3,480 | 69,60% | Good |
| Confidence in the restaurant | 3,389 | 67,78% | Pretty Good |
| Choice of place of purchase | 3,520 | 70,40% | Good |
| Time of purchase | 3,460 | 69,19% | Good |
| Purchase amount | 3,470 | 69,39% | Good |
| Average | 3,464 | 69,27% | Good |

Based on Table 2, the indicator with the highest value is the choice of place to buy with a mean of 3,520. This shows that Wood 1820 Restaurant is perceived as a comfortable and appropriate place to buy a beverage menu. This advantage can come from the location of the hotel's restaurant, the atmosphere, comfort, and the trust of guests in the place of purchase. These findings are in line with Antika and Indiani (2023) and Sumantri et al. (2023), who explain that location, service, menu variety, and restaurant experience play a role in consumer purchasing decisions.

The indicators of product choice, time of purchase, and number of purchases are in the good category. This shows that guests are quite capable of determining the products that suit their needs, buying at a time that is relevant to the visit, and determining the amount of purchases based on their needs and interest in the menu. However, the indicator of confidence in restaurants obtained the lowest value, which was a mean of 3,389 and was in the category of quite good. These findings show that guest confidence in beverage products still needs to be strengthened through signature beverage prominence, consistency of quality, more convincing menu descriptions, and more active staff recommendations.

Before testing the hypothesis, regression prerequisite tests were carried out which included normality, linearity, and heteroscedasticity. The results of the normality test showed

that the significance value for the variable of the beverage engineering menu was 0.435, the purchase decision was 0.805, and the residual regression was 0.415. All of these values are greater than 0.05, so the data is declared to be normally distributed. The linearity test produces a Sig. Deviation from Linearity value of 0.643, so that the relationship between variables is declared linear. The Glejser test yielded a significance value of 0.850, which means that there were no symptoms of heteroscedasticity. Thus, the data has met the prerequisites for analysis using simple linear regression.

The Influence of Engineering Beverage Menus on Guest Beverage Purchase Decisions

Hypothesis testing was carried out using simple linear regression. The results of the analysis showed that the application of the beverage engineering menu had a positive and significant effect on the decision to purchase guest beverages. A summary of the regression results is presented in Table 3.

Tabel 3. Hasil Regresi Linear Sederhana

| Model | B | Std. Error | t | Sig. |
|--|-------|------------|-------|---------|
| Konstanta | 1,025 | 0,285 | 3,593 | < 0,001 |
| Application of the engineering beverage menu | 0,707 | 0,081 | 8,719 | < 0,001 |

Based on Table 3, the regression equation obtained is $Y = 1.025 + 0.707X$. The regression coefficient of 0.707 shows that every one unit increase in the assessment of the engineering beverage menu is followed by an increase in guest beverage purchase decisions by 0.707 units. A significance value of < 0.001 indicates that the influence is statistically significant. Thus, the research hypothesis is accepted, namely that the application of the beverage engineering menu has a positive and significant effect on the purchase decision of guest beverages.

Table 4. Coefficient of Determination

| R | R Square | Persentase Kontribusi |
|-------|----------|-----------------------|
| 0,663 | 0,439 | 43,90% |

In Table 4, the R value of 0.663 shows a positive relationship between the beverage engineering menu and the guest's beverage purchase decision. The R Square value of 0.439 shows that the engineering beverage menu is able to explain 43.90% of the variation in guest beverage purchase decisions. Meanwhile, the remaining 56.10% could be explained by other factors outside of the study, such as product quality, service quality, restaurant atmosphere, promotions, staff recommendations, previous experience, and individual preferences.

The main findings of this study show that the application of the beverage engineering menu has a positive and significant effect on the decision to purchase guest beverages. These results answer the research hypothesis and confirm that the menu serves not only as a product list, but also as a communication medium that shapes the cognitive experience of guests in reading information, understanding prices, comparing alternatives, and determining purchases.

These results expand on the research of Safitri et al. (2023), which placed menu engineering as a matrix approach to determine marketing mix strategies based on popularity and profitability. These findings also strengthen Suwandy and Facrureza (2023), Putra et al. (2023), Hendrawan and Sarudin (2024), Rinaldi and Hiskandar (2024), Ferdinand (2024), Wahyudi et al. (2024), and Wulandari and Asnur (2024), who show that menu engineering can support improving menu quality, sales volume, and restaurant revenue. The main difference in this study lies in its point of view. While previous research has emphasized the

internal side of a restaurant, this study suggests that the directly visible aspect of the menu to guests can also influence purchasing decisions.

The high value of the menu display indicator shows that menu visualization is the starting point of consumer attention. In the context of Wood 1820 Restaurant which has many beverage categories, the neat and attractive menu display helps guests recognize the options available. These findings reinforce Le et al. (2023), Gopal et al. (2024), and Romadhon et al. (2024), who assert that visual appeal, informational value, ease of use of menus, and visual design of menus can shape consumer purchase responses.

The clarity of information and product descriptions that are in the good category shows that menu information has an important role in the alternative evaluation process. The beverage menu is not always easy for all guests to understand, especially if there is a special menu, a new menu, or a menu with a less familiar name. Therefore, product descriptions, pricing information, and menu categories need to be clearly structured so that guests are more confident in making purchasing decisions. These findings are in line with Ismail et al. (2024), who stated that menu attributes help consumers understand choices before purchasing.

The variety of menus that are in the category is quite good showing that the large number of choices needs to be managed carefully. Wide variety can increase the chances of a purchase, but it can also create an information burden if it is not accompanied by a clear structure. From a restaurant management perspective, this means that the diversity of the menu needs to be combined with category groupings, featured menu placements, and easy-to-understand descriptions. Thus, menu variety is not only the number of choices, but also a strategy to direct guests' attention to relevant products.

The price conformity as the lowest indicator shows that value perception is still an aspect that needs to be strengthened. In menu engineering, price is often associated with food cost, margin, and profitability. However, from the perspective of the guest, price is read as a measure of fairness between the fees paid and the benefits received. Therefore, restaurants need to communicate the value of the product through taste descriptions, quality of ingredients, serving sizes, uniqueness of the menu, and consumption experience. If the value of the product is well understood, the price is more likely to be accepted by guests as a reasonable price.

In the purchase decision variable, the choice of place to purchase that obtained the highest score showed that the hotel restaurant had contextual strengths in the form of location, atmosphere, comfort, and trust in the place. However, the low value of belief in restaurants shows that the image of beverage still needs to be strengthened. Restaurants can reinforce this belief through consistency of drink quality, signature drink prominence, staff recommendations, and more informative menu presentation.

The contribution of the beverage engineering menu of 43.90% to the purchase decision shows that the menu has a substantial influence, although it is not the only factor that determines the decision of guests. Other factors such as taste quality, service quality, promotions, staff recommendations, store atmosphere, visit experience, and personal preferences still have the potential to influence purchasing decisions. Thus, the beverage engineering menu needs to be combined with the restaurant's service and marketing strategy so that its impact on purchases is more optimal.

The novelty of this research lies in the expansion of the position of the beverage engineering menu from an internal evaluation tool to a menu communication strategy based on guest experience. Previous research has generally positioned menu engineering as a method of classifying items based on popularity and profitability. The study shows that menu elements visible to guests, such as display, information, description, variety, price, and ease of choice, can be a pathway that influences purchasing decisions. Thus, this study bridges the

study of food and beverage management and consumer behavior in the context of hotel restaurants.

Theoretically, this study enriches the study of menu engineering by adding the consumer dimension as an important part of menu management. Practically, restaurant management needs to see the menu not only as a margin calculation instrument, but also as a medium of communication of product value. Restaurants need to maintain the menu display, clarify product information, strengthen descriptions, systematically manage variations, highlight superior menus, and present prices as values commensurate with the quality of beverages. From a restaurant management perspective, good menu management can help drive purchasing decisions, strengthen beverage sales potential, and support hotel restaurant revenue strategies.

CONCLUSION

This study concluded that the application of the engineering beverage menu had a positive and significant effect on the decision to purchase guest drinks at Wood 1820 Yuan Garden Hotel, Pasar Baru, Jakarta. This finding answers the purpose of the study that the management of a beverage menu that is informative, attractive, easy to understand, has clear superior menu placement, appropriate prices, and structured variations can help guests in understanding, comparing, and determining purchasing choices. Thus, the beverage engineering menu not only serves as a restaurant's internal analysis tool, but also as a menu communication strategy that supports guest purchasing behavior and beverage sales potential. This research provides implications for hotel restaurant management to strengthen the presentation of menu information, manage beverage variations more systematically, and communicate prices as a value commensurate with product quality. The limitation of this study lies in the use of one location and one independent variable, so the next study is suggested to add variables of product quality, service quality, store atmosphere, promotions, staff recommendations, or guest experience.

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