

Sundanese Restaurant Strategy to Survive based on the Consumer's Perception

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Abstract: Bogor Cullinary industry has been growing to dynamic market with very tight competition. Foreign restaurants are becoming ordinary industry. Sundanese local restaurant should have proper marketing strategy to survive. Life style has been changing back to nature, healthy and local food. Sundanese restaurants have chance to survive based on consumer perceptions. This research purpose is to analyze decision making factors in Sundanese restaurants consumption. The methods had used factors and descriptive analysis. Data were collected from 263 respondents. Factor analyses resulted on five factors that affected in Sundanese restaurants consumption. These factors are serving and natural atmosphere; food product; strategic location; pricing factors and halal perception. Sundanese restaurant place characteristics should have natural atmosphere especially water element and traditional music; sit on floor mat; and bamboo element in building architecture. Food product characteristics at least must be served "liwet" rice, chili sauce and tamarind vegetable soup. Main information about Sundanese restaurant come from member family and friends. Promotion below the line is important than above the line.

1 INTRODUCTION

Bogor city vision to become services city need support from industry such as hotel and restaurant. The number of restaurants in Bogor City has been growing including foreign, Indonesian and local (sundanese) restaurants. Competition among restaurant become very tight. Although they have segmented market but consumer does not always loyal. To sustain loyalty and attract new customers, restaurants should have positioning strategy to make different from others.

Traditional atmosphere in sundanese restaurant can attract consumers in nostalgic feeling and consumers from different cultures (Maharani, 2013). International visitors may seeking local food as cullinary experience (Wijaya et al, 2017). In addition, Consuming food in restaurants is not only for basic need but also social function such as hanging out, discussion, working (Astuti and Hanan, 2012).

Sundanese restaurant as strategy to survive and make it differs from others should be explored. The research purpose is to analyze decision making factors in Sundanese restaurants consumption.

2 METHODS

In this study, 263 questioners were filled among respondents of aged 18 years and older. Respondents must have experienced to consume in Bogor Sundanese Restaurants such as Guruh 7, De'Leuit, RM Bumi Aki, Saung Kuring, dan Kluwih Sunda. Data were collected during April –May 2019 through online survey (google form). The interviewer gathered information and ask respondents around sundanese restaurants to fill online survey.

The questioners used in the online survey divided into two sections. First section covered respondents' socio-demographic characteristics such as sex, age, domicile, income. Second section about understanding of factors affected consumers decision making to consume in sundanese restaurants affected by marketing activities.

The respondents were asked to answer on the agreement of statements related to driving factors in consuming in sundanese restaurants. For example "do you agree in consuming sundanese restaurant because of...". The answers were given on 5-point likert scale, ranging from strongly disagree (1) to strongly agree (5). There were 24 questions

developed from internal decision stage and 7 P's (Lovelock and Wirtz, 2004). (Table 1).

Descriptive analysis was conducted to show the respondent's socio demographic and priority preferences. Factor analysis was conducted as a variable reduction procedure used Principle Component Analysis (PCA). Steps in Factor analysis is formulate the problem, construct the correlation matrix, determine the method, determine the number factors, rotation, interpret, calculate the score and select the surrogate variables and determine the

model fit (Malhotra,2004). Data processed by software SPSS 16.

3 RESULTS AND DISCUSSION

3.1 Consumer Characteristics

Consumer of Bogor Sundanese restaurant dominated by woman (78%), students or fresh graduted (59%) and in the beginning of productive stage (26- 35 years

Table 1: Marketing activities variables in sundanese restaurants.

Variables	No	Code	Information
Product	1	PROD1	Taste of food and beverages
	2	PROD2	Variance of menu
	3	PROD3	Colour of food
	4	PROD4	Quality of food
	5	PROD5	Hygienic of food
	6	PROD6	Halal
Price	7	PRC1	Price
	8	PRC2	Discount
	9	PRC3	Payment system
Place	10	PLC1	Strategic location
	11	PLC2	Transportation
Promotion	12	PRO1	Reccomendation
	13	PRO2	Variance of promotion
Physical Environment	14	SE1	Decoration
	15	SE2	Natural atmosphere
	16	SE3	Seat allocation
	17	SE4	Facilities (Wifi, WC,playground)
People	18	PPL1	Serving
	19	PPL2	Employee appearance
	20	PPL3	Employee friendly and politeness
	21	PPL4	Quick serving and delivery
Process	22	PRO1	Memorable
	23	PRO2	Order accuracy
	24	PRO3	Popularity of restaurant

old) (29%). More than one third consumers come from other city (35%). It means Bogor Sundanese restaurant also become a tourist destination. More than half is good educated. Although income majority below IDR 4.5 million (65%), they have hobbies listening musics and travelling (Table 2).

3.2 Decision Factors in Consuming Sundanese Restauran

Factors that influence Sundanese restaurants decision making have steps

1. KMO Test with MSA >0.5

Selection variables used KMO (Kaiser Mayer-Olkin) Test with MSA (Measure of Sampling Adequacy) > 0.50. KMO value is 0.919 with means adequate sample to continue processing.

2. Extraction and Number Factors

Extraction use Principal Component Analysis. Selection reduce 24 to 23 Variables because extraction recomendation (PRO1) variable has value only 0.499. After iteration, the cummulative loading

Table 2: Descriptive characteristics for Bogor Sundanese restaurants consumers (n=263).

Demographic	Variable	n	%
Sex	Men	189	72
	Women	74	28
Age (years)	<= 25	155	59
	26 - 35	76	29
	36-45	14	5
	>=46	18	7
Domicile	Bogor	171	65
	others	92	35
Education	Senior high School	74	28
	Diplomma	17	7
	Undergraduate	145	55
	Grad/Post Graduate	27	10
Occupation	Students	111	42
	Private employee	88	34
	Civil servants	18	7
	Profesional (teacher, doctor)	12	5
	housewife	12	5
	Entrepreneur	9	3
	others	13	5
Hobbies	listening music	60	23
	Travelling	58	22
	cullinary	41	16
	Sports	37	14
	reading	34	13
	cooking	24	9
	others	9	3
Income (IDR Million)	< 1.5	72	27
	1.5--4.5	101	38
	4.5-8	56	21
	8 --11.5	14	5
	11.5-15	9	3
	>15	11	4

Table 3: Total Variance explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.943	43.232	43.232	9.943	43.232	43.232	5.796	25.199	25.199
2	1.893	8.232	51.463	1.893	8.232	51.463	3.101	13.482	38.681
3	1.400	6.085	57.549	1.400	6.085	57.549	2.468	10.731	49.412
4	1.074	4.668	62.217	1.074	4.668	62.217	2.164	9.410	58.822
5	1.010	4.390	66.606	1.010	4.390	66.606	1.790	7.785	66.606
6	.902	3.920	70.527						
7	.854	3.713	74.239						
8	.657	2.859	77.098						
9	.612	2.662	79.759						
10	.606	2.634	82.393						
11	.540	2.348	84.741						
12	.456	1.983	86.724						
13	.405	1.761	88.486						
14	.357	1.552	90.038						
15	.351	1.525	91.563						
16	.329	1.431	92.995						
17	.296	1.285	94.279						
18	.291	1.266	95.545						
19	.247	1.073	96.618						
20	.219	.951	97.569						
21	.203	.882	98.451						
22	.199	.866	99.317						
23	.157	.683	100.000						

Extraction Method: Principal Component Analysis.

is 66.61 % better than before 65.28%. Rotation varimax methods used to resulted in 5 factors with total explained 66.6 % (Table 3).

First factor was formed from 11 variables called serving and natural atmosphere (43.23%); second factor was formed from 4 variables called food product (8.23%); third factor was formed from 4 variables called strategic location (6.09%); fourth factor was formed from 3 variables called pricing (4.67%); and the last factor was formed from 2 variables called halal perception (4.39%) (Table 4).

Perception about Sundanese restaurant also convinced by place and food characteristics. Characteristic of Sundanese restaurant places was

Natural Atmosphere (41%), seat on map (31%), Bamboo gazebo (13%), Sundanese music (7%), fish ponds and play ground (6%) and others (3%). Expected food menu in Sundanese restaurant must be serve was "liwet" rice (46%), Chilli sauce (21%), tamarind soup (11%), fresh vegetables (6%), karedok/gado-gado (6%), others (chicken, fish, tofu, tempe) (10%). Consumer come Sundanese restaurants was influenced by family (51%), friends (27%), self decision making (15% and business partner (7%).

Table 4: Factors influence Sundanese restaurant consumption.

No	Variables	loading factor	Factor
1	Employee friendly and politeness	.735	Serving and Natural atmosphere
	Seat allocation	.733	
	Employee appearance	.709	
	Natural atmosphere	.708	
	Memorable	.696	
	Serving	.690	
	Popularity of restaurant	.666	
	Quick serving and delivery	.651	
	Decoration	.625	
	Order accuracy	.592	
2	Facilities (Wifi, WC, playground)	.584	Food product
	Taste of food and beverages	.735	
	Quality of food	.730	
	Hygienic of food	.624	
3	Variance of menu	.560	Strategic location
	Transportation	.828	
	Strategic location	.771	
	Reccomendation	.601	
4	Payment system	.528	Pricing
	Discount	.832	
	Variance of promotion	.779	
5	Price	.757	Halal perception
	Halal	.766	
	Colour of food	.567	

4 CONCLUSIONS

Consumer of Bogor Sundanese restaurant dominated by woman (78%), students or fresh graduted (59%) and in the beginning of productive stage (26- 35 years old) (29%). More than one third consumers come from other city (35%). It means Bogor Sundanese restaurant also become a tourist destination. More than half is good educated. Although income majority below IDR 4.5 million (65%), they have hobbies listening musics and travelling.

There are five factors influence in Sundanese restaurant decision making ; serving and natural atmosphere; food product; strategic location; pricing factors and halal perception. Sundanese restaurant at least must be served liwet" rice, chili sauce and tamarind vegetable soup. Main information about Sundanese restaurant come from member family and friends.

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