

Trial Offer Snack Menu of Consumer Buying Interest of Kereta Api Indonesia Passengers

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Abstract: This research background is limited consumer knowledge of history and a traditional snack philosophy which is potential if offered to passenger trains. This research aims to recommend a snack menu for passenger trains that can affect the interest of buying consumers. The method used is a method mix that is quantitative and qualitative. The independent variable in this study is the snack menu and dependent variables are the buying interest of consumers. The samples in this study were as much as 100 respondents. The results of this research show that based on the simultaneous hypothesis test the snack menu influences the consumer's buying interest has a positive and significant influence, while partial indicators have a partial influence on Consumers buying interest. Based on a panelist test carried out against 30 panelists obtained the result that the panelist agrees with the Snack menu (roti kecil) that is tested for recommendation. According to panelist the recommended snack menu (roti kecil) has a good quality product to be served in the train with attention to 5 aspects such as flavor, aroma, color, portion, and appearance.

1 INTRODUCTION

Tourism is one of the important factors in the effort to increase economic income in Indonesia. In addition, tourism is a promising and reliable source of income, rapid progress, as well as from the economic side of tourism can create business opportunities or very much work especially in the field of transportation and Telecommunications, tourism services, accommodation and so forth cause people to go on tour and business or work in the field of tourism. According to the law No. 10 of 2009 on tourism, there is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, governments and local governments. As an archipelagic country, Indonesia has a great capability or potential to improve the tourism industry. Indonesia itself has a wide variety of tourism objects that are rich in natural beauty, diversity of cultures, customs and culinary more and interesting. This is what makes travellers interested in sightseeing. Tourists certainly want to travel with a sense of security, comfort and certainly the impression. Therefore, necessary facilities, infrastructure, promotion, accommodation and so

forth. Hotels, transport, eateries or restaurants are part of the property to support the needs of tourists.

Generally the restaurant is the general term of gastronomic business that provides food and drinks to the community. The restaurant is a food service operation that can give you a profit where the main base is the sale of food or drink to individuals as well as guests in small groups (Ninemeier and Hays, 2011). Transportation is an important accommodation in the journey to the place or attraction, especially for the people of Indonesia who have many islands allow transportation carried out by land, water and air to Reach the entire region of Indonesia or the place to go. PT Kereta Api Indonesia as a transport or land transportation Service provides travel services from an area to other regions. As a transportation service, trains have an advantage as energy-saving and fuel-efficient transportation and pathways without any obstacles such as traffic jams. In 2013, PT Kereta API Indonesia not only became a permanent transportation service providing food and beverage services to the passenger trains by inaugurating a subsidiary of PT Kereta Api Persero Indonesia, namely PT Reska Multi Usaha.

Food is a fundamental need for human power. Of course, the train passengers, especially on the

journey outside the area far enough and long time will require food intake to keep the body endurance stable. One type of food is snacks or snacks that have the benefit of withholding a temporary hunger.

Quoting from an Agricultural and Food Economics study (Migliore, Farina, Tinervia, Matranga, & Schifani, 2017) that factors affecting consumer interest are (1) psychological (2) Habits (3) product quality divided into Two parts, namely, intrinsic and Extracinsik. Intrinsic attributes refer to the physical characteristics of a product, such as flavor, color, aroma, portion and appearance (Badr, 2015). While extrinsic attributes do not refer to physical characteristics but are seen from food safety and production with eco-friendly (Moor, 2014).

The purpose of this research is to know the influence of snack on the interest of buying consumers of train passengers.

This article is compiled under the heading " Test the application menu snacks to customer interest passenger trains", case study PT. Reska Multi Usaha Bandung Branch Office 2 which is expected to expand the knowledge about the Menu of bread snacks Kecil that is tested and recommended to PT. Reska Multi Usaha as well as the interest in buying consumers and useful for PT. Reska Multi Usaha as the manager of the restaurant in the train on the menu of the appropriate snack to attract the interest of consumer passengers Train.

2 LITERATURE REVIEW

2.1 Tourism

According to Richard Sihite's opinion in Marpaung and Bahar (2000), tourism is a journey that is only temporarily left, to leave the place of original to another place with a plan not intended to seek A living in a place to visit, but only to enjoy leisure and recreational activities to cater to the diverse desires. The World Tourism Organization (WTO) mentions that tourism is an activity of one who travels or lives somewhere outside the original environment in not more than one year continuously for pleasure, business and others. Meanwhile, according to (Sinaga, 2010) tourism is a planned or arranged journey that is done individually or group from one place to another with the purpose of getting satisfaction and pleasure. According to the Leiper in (Ningsih, 2014) Tourism is an open system of elements that interact with each other in a wide environment, ranging from human elements such as tourists, three geographical elements: the country of

origin of tourists, the country that As a transit place and tourist destination, as well as economic elements, namely the tourism industry. (Turgarini, 2016) explained that tourism objectives according to David and Tozser (2009) refers to the concept of Carter and Fabricius (2007) as a physical location where tourists spend a minimum of one night at the tourist site.

2.2 Gastronomy

Gastronomic or culinary is an art, a science that is well-connected (good eating) (Gilleisole, 2001). Before A.D. precisely in the 4th century archeshundred in Turgarini (2018) looked at the gastronomic as "a delight to pursue delicacy" of food. Archeshundred also wrote in "Gastronomia" or literally as a "rule for the stomach" that contained a food guide (Santich, 1996). Gastronomy was first introduced by Jasques Berchoux in France in 1803. He wrote a poem on gastronomic titled "La gastronomie ou l'homme des Champs a table (Gastronomy or the peasant at the table; Gastronomic or farmer at the table)". Gastronomy is an art and science of even appreciation of cross-ethnic, racial, ethnic, religious, group, gender and culture by studying in detail about eating, food and beverages used in various situations and conditions.

2.3 Transportation

Transportation as a basis for economic development and Development of the community and the growth of an industry. While according to (Nasution, 2004), transportation is a transfer of goods and people from the place of origin to the place to be intended. Transportation is an important element in supporting tourism activities both on land, sea and air.

2.4 Railways

According to Law No. 23 of 2007 about railways, the definition of trains is a vehicle with mobility, either running alone or with the other railway facility that will or is moving on the rail Road Related to rail travel. Trains consist of locomotives, trains and carriages.

2.5 Snack

The snack comes from the word "kudap" which means hawker or snack. The function of the snack is to relieve hunger. A great Dictionary of English mentions that snack is the term for food that is not

the main food (breakfast, lunch and dinner) but small meals, in English called Snack. Snacks are a person's food hungry for a while, giving a little energy supply to the body or something eaten for the taste. The snack or snack also has the benefits to relieve stress when we do the work both in the house and in the street conditions. In addition, snacks can also be a medium of interaction that has social functions such as sharing food. According to Muaris (2004) mention that snack or snack is a type of food that is eaten outside the main meal time, other terms can be called as a food distraction.

Types of snacks such as snacks, wet food, porridge or drinks. The traditional growing group of food snacks that were anciently sold in traditional markets.

2.6 Consumer Interest

According to Bilson (2002) interest is something personal and related to attitudes, individuals who are interested in objects that have the power or encouragement to do a series of behaviors to get the object. Interest is one of the psychological aspects that have a considerable influence on behavioural attitudes and interests is also a source of motivation that will lead someone in doing what they will do.

Consumer interest is an initiative of respondents in decision making to purchase a product.

2.7 Quality Food Products

Define the quality of the product as a characteristic of the product or service that on its ability to endure appointments or inserts to satisfy the needs of customers. The product in question is a snack. Meanwhile, according to Margareta and Edwin (2012), the quality of food is an important role in making consumer purchase decisions, so it can be known that the quality of food increases, so the decision of a purchase will increase. Therefore, it can be noted that the quality of a food product has a close relationship with the purchase decision.

The product referred to in this research is a snack. There are 5 aspects or factors affecting the quality of the food in the outline is the color, aroma, portion, appearance, and flavor.

2.8 Hypotesis

The hypothesis tested in this study is that Kecik snacks have a positive and significant impact on the buying interest of consumers.

3 METHOD RESEARCH

The object of this study consists of a free variable (independent variable) and a variable bound (variable dependent) as the free variable (X) that is snack menu while the variable bound (Y) is the interest of buying consumers. Research was conducted on the train restaurant PT. Reska Multi Usaha where passenger trains become the subject of research.

The methods used in this study are quantitative and qualitative. The author determines and calculates the sample size, i.e. by using the formula Slovin because in the sample withdrawal, the number should be representative or sample characteristics are almost the same as the population has, so that the research results can Generalized and the calculation does not require the table number of samples but can be done with simple formulas and calculations. The number of the population in this study was 34,737 passenger trains so that the samples were taken as many as 100 people. The research instrument is a questionnaire with four Likert-scale categories.

Table 1: Size of research criteria

Answer options	Research criteria
Strongly Agree (SS)	4
Agree (S)	3
Disagree (TS)	2
Highly Disagree (STS)	1

Source: Data processed authors, 2019

Testing of research instruments is conducted by the validity and reliability test. Based on the results of the validity test on the snack variable and the buying interest of the consumer is valid and there is no stated item of statement. While the reliability test results in the snack variable of 0880 and the consumer interest variable buy by 0885. The amount of reliability is more than alpha minimum ($\alpha = 0.60$), so the snack variable and buying interest of consumers is considered reliable. This research uses simple linear regression analysis techniques, because it consists of only two variables namely snack and buying interest of consumers. As well as a hypothesis test aimed at whether there is a fairly clear and trustworthy relationship between the snacks to the buying interest of consumers.

4 DATA AND RESULTS

4.1 Research Object Overview

PT. Reska Multi Usaha or called RMU, is one of the subsidiaries of PT Kereta Api Indonesia (Persero) which was established from 2003. RMU is the best service provider company to support the implementation of railways, implementing and supporting the policies and programmes of PT Kereta Api Indonesia (Persero) as the parent company. Starting from the Restaurant On Train RMU is now continuously expanding to expand various business areas such as Service On Train, Res Parking, Loko Café, Loko canteen, Catering, Res Clean, Reska Entertainment and general trading. Currently, RMU has 11 branch offices in Java Island and Sumatra Island. Have a mission to provide high quality service to organize the railway and provide satisfaction to customers and fulfill the expectations of stakeholders with the resources that trust, fresh, and cheerful to the foundation of the spirit of the RMU

4.2 Description of Snack Menu Recommendation

Typical of Solo which has existed since 1881. Made with the main ingredient is glutinous rice, it has crisp, crispy texture. Often this roti kecil is served or consumed while drinking a cup of coffee or even warm tea. It has a distinctive aroma. Located on Jl. Sutan Syahrir 176, Tambaksegaran, Solo. Made from glutinous rice, eggs, granulated sugar, butter. Without using any chemicals so it is good to consume. The first maker of roti kecil is a Chinese woman named Auw Liek Nio or often called Nyah Ganep.

4.3 Description of Respondent Characteristics

The characteristics of the male gender are as much as 43 people and women as many as 57 people. Based on the most age of respondents who are 20-25 years of age, which is 46 people or as much as 46%. Based on the work of the most respondents were students with a total of 34 people or 34%. The highest income is the respondents with an income of < 1 million and between Rp. 3000.000-Rp. 4.000.000 31 people or 31%.

4.4 Descriptive Testing Results

From the results of the descriptive test on the overall snack variable obtained a score of 1729, if the percentage into the ideal score then the percentage gained 86.45%. It can be concluded that most of the respondents stated that the snack in the category is very good.

In the variable to buy a consumer overall the statement gets a score of 1655, when it is centred into the ideal score then it is derived percentage of 82.75%. It can be concluded that most of the respondents stated that the interest in buying consumers in good category.

4.5 Verificative Test Results

Based on the simple linear regression equation, the effect of snack Menu on consumers interest can be expressed in the simple regression equation formula is as follows.

$$Y = a + bX$$

$$Y = 3,585 + 0,711X$$

Consumer interest = 3,585 + 0,711 snack Menu A constant of 3.585; Meaning if the snack Menu (X) value is 0, then the consumer interest (Y) value is 3.585. Variable regression coefficient Menu snack (X) of 0.711; means that if the snack Menu has increased by 1%, then the consumer interest (Y) will have an increase of 0.711. Coefficient of positive value means there is a positive relationship between snack Menu and consumer buy interest, the more up the snack Menu then the increase in consumer buy interest.

Hypothesis testing is performed with partial T-tests and simultaneous F tests. Based on T-test results It is known that the T-test result results in a calculated t value of 8,943 and a significance value of 0.000. Table value = 1,984 Then it can be concluded that Thitung 8,943 > This 1,984 then H0 rejected Ha acceptable. So it can be interpreted partially that the menu snack positively affects the interest of buying consumers of railway passengers.

Based on the test results F can be noted that the Fcount obtained is 79.975. The value is the Fcount value of the correlation between the snack and the overall buying interest of the consumer with a probability level of sig 0.000. Fcount > Ftable value of 79.975 > 3.94 then H0 rejected and Ha accepted, meaning there is significant influence between snack (X) on consumer interest (Y). So from this case it

can be concluded that the snack (X) jointly affects the interest of consumer buy (Y) passenger trains.

4.6 Discussion

kecik is influenced positively and significantly by the interest in buying consumers of train passengers with a correlation of 0.670 which means belonging to the strong category because it is at the range of 0.60-0,80. The simultaneous snack has significant influence on consumer interest, this is evidenced by the value of Fcount obtained 79.975 whereas the value of Ftable 3.94 with a significant rate of 0.000 because of the significant rate is less than 0.05 with the word Others can be said that the snack variable has significant effect on the buying interest of consumers. While the Rsquare value of 0.449 indicates that each dimension of snack (X) contributed 44.9% to the consumer interest (Y) variable of 55.1%, the rest is the influence of other factors outside the snack variables.

5 CONCLUSION

Based on the results of studies that have been conducted using a descriptive and verictively simple regression on the snack on the buying interest of consumers in a train passenger can be concluded that the snacks are influential Positive and significant to the consumer's buying interest, so it can be concluded that a roti kecil snack will make a good contribution to the buying interest of consumers. Then the snack of roti kecil is a recommendation to be sold by PT. Reska Multi Usaha.

Roti kecil snack can contribute to the education of gastronomic tourism because information about the history, raw materials, how to make tasting and others are available in the package QR code so that the train passengers in addition can feel or Consuming Roti Kecil can also educate gastronomic tourism about the roti kecil. So the train passengers are aware of this traditional Solo snack.

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