

# Factors Influencing Restaurant Selection in Bandung Culinary City

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**Abstract**—The development of tourism Indonesia shows a significance result from time to time. This can be seen by the increase number of tourists travelling in Indonesia. One of the famous tourist destinations in Indonesia is Bandung City. Bandung is not only well known for its beauty of the nature, but also for its culinary. Nowadays level of competitiveness in culinary business in Bandung, such as restaurant, is getting higher. Therefore, it is important for the business to know why people select one restaurant rather than the others. This research was aimed to know, understand, and explore factors that influence people in selecting a restaurant. Questionnaires were given to respondents who had already experienced dining-in in one of the restaurants in Bandung. 200 were collected with 87% response rate. Confirmatory factor analysis, along with SPSS 24.0 for windows, were used in this study. There were factors that influenced people to select a restaurant, which were service quality, price, trustworthiness, brand, tangible, product quality, location, atmosphere, cleanliness, staff cooperation and quick service. After confirmatory factor analysis had been done, there were 6 factors influenced decision to select a restaurant. Those were service quality, atmosphere, trustworthiness, price, food and beverages selection, and brand. It is important for the businesses to consider these factors while formulating their strategic decisions so that it could help to increase visitors coming to their restaurants.

**Keywords**—service quality; atmosphere; trustworthiness; price; food and beverages; brand; restaurant selection

## I. INTRODUCTION

Tourism sector in Indonesia is growing rapidly and it has an impact to the economy of the country. According to World Travel and Tourism Council, the direct contribution of tourism sector to GDP in 2017 was Rp. 259,538 billion or 1,9% of GDP. It is predicted it will continue to increase by 5,2% or Rp. 273,159 billion in 2018 [1].

The increase number of tourist in Indonesia keeps growing from time to time. Not only international tourist, domestic tourists also play an important role to the development of tourism industry in the country. Based on the data, the growth of international tourists in Indonesia has a significance increased from 11.519.275 in 2016 to 14.039.799 people in 2017. While the growth of domestic tourists has risen from 5.511.107 in 2017 to 6.166.109 people in May 2018 [2]. Among many tourist destinations in Indonesia, one of the most

visited provinces is West Java with 58.362.335 tourist in 2015 and 63.156.760 in 2016 [3]. Bandung City, as the capital city of West Java Province, is in the first rank in terms of number of domestic tourists coming to the city. Bandung is not only well known for its beauty of the nature, but it is also famous for its culinary. We can find different kinds of food in Bandung, ranging from traditional to international dishes. The atmosphere and climate of Bandung make culinary experience even more impressive and tastier. That is why people name Bandung as a culinary city. The city which provides food combined with an ambience and an atmosphere to create an unforgettable culinary experience.

Based on that phenomenon, level of competitiveness of culinary business in Bandung is getting higher. The threat does not only come from the existing players but also from the new entrants. Every strategy has its own impact to the revenue. It is important to highlight that this industry is affected by a rapid change of customer preferences [4,5]. One of the most important things is how to make consumers select one restaurant rather than the others. This is related with consumer behaviour which is an activity, action, and psychological process related with acquiring, purchasing, using, and disposing goods and services that satisfy consumer needs and wants [6-8]. Three stages included, those were identification, development and selection phase [9]. Consumers are not expected to have a specialist knowledge in this process [10] but they will consider factors influencing their decision. They will have considerations that may differ from one to another. This is due to different cultural, ethnic, and economic backgrounds [11]. Different criteria are used in selecting restaurant, such as good service, quality of food, recommendations by others, good ambience, price [12-14]. Previous study shows that food types, food quality, value for money, image and atmosphere, location, speed of service, recommended, new experience, and opening hours were the factors [15]. According to Akbar and Alaudeen, factors considered were price, service quality, location, restaurant environment, and trustworthiness [16]. Kafel and Sikora mentioned food quality, cleanliness, service, value, menu variety, convenience, and atmosphere were the factors [17]. In another study by Cullen quality of food, type of food, cleanliness, location and reputation were key attributes to select restaurants [18]. Abdullah et al. founded that there were five dimensions of customer preference in selecting restaurants, those were halal, price, quality of service, branding and

tangibles [19]. According to study by Azim et al. factors included are food quality and taste, cleanliness, physical environment, staff cooperation, suitable environment for family gathering, privacy, and preferential treatment [20].

Based on introduction above, the aim of this research is to know, understand and explore factors that influence consumers in selecting restaurants.

**II. METHOD**

This is a quantitative research which explores factors influencing restaurant selection. A set of questionnaires were distributed to respondents who had already been dined-in in a restaurant in Bandung. They were asked to point out factors influencing restaurant selection using a five-point Likert scale. With the response rate of 87%, 200 data was collected.

To analyse the data, Statistical Package for Social Science (SPSS) version 24.0 for windows was used. The validity and reliability test was done by using Cronbach Alpha. Results were analysed using Confirmatory Factor Analysis (CFA) to know factors influencing restaurant selection.

**III. RESULTS**

The data covered demography aspects and experiences of respondents. Table 1 showed that most of the respondents were male (55%) while female were 45%. The majority age was 20-35 years old (48.5%), followed by 35-50 years old (45.5%), <20 years old (5%) and >50 years old (1%). The highest proportion of education background fell into employees (31%), followed by students (23.5%), entrepreneurs (14.5%), government officers (12%) and others such as housewives and artists (19%). For monthly expenses, majority of respondents spent <Rp 5.000.000 (46%), followed by Rp.5.000.000–Rp.15.000.000 (33%), Rp.15.000.000–Rp.25.000.000 (11.5%), and >Rp.25.000.000 (9.5%) respectively. A variety of sources of information were reported by the respondents. Most of the respondents dined-in in the restaurant more than third times a week (41.5%), followed by only once a week (33.5%) and twice a week (25%). Objectives of coming to restaurants were mainly because hanging out with friends (49.5%), spending time with family (21%), dining-in only (19,5%), and having meetings (10%). Most of source of information that they got was from social media (38%), friends (38%), others such as radio and events (6%), print media (1%), and television (1%).

TABLE I. PROFILE OF THE RESPONDENTS

	Category	Frequency	Percent
Gender	Male	110	55
	Female	90	45
Age	>20 years old	10	5

Table 1.Cont.

	Category	Frequency	Percent
	20-35 years old	97	48.5
	35-50 years old	91	45.5
	>50 years old	2	1
Occupation	Student	47	23.5
	Entrepreneur	29	14.5
	Employee	62	31
	Government Officer	24	12
	Others	38	19
Monthly Expenses	<Rp.5.000.000	92	46
	Rp.5.000.000-Rp.15.000.000	66	33
	Rp.15.000.000-RP.25.000.000	23	11.5
	<Rp.25.000.000	19	9.5
Frequency once a month	1 time	67	33.5
	Twice	50	25
	>3 times	83	41.5
Objective	Family gathering	42	21
	Hang out with friends	99	49.5
	Meeting	20	10
	Dine-in only	39	19.5
Source of Information	Print media	2	1
	Television	2	1
	Social Media	108	54
	Friends	76	38
	Others	12	6

The first assumption in CFA is correlations between variables should meet Kaiser Meyer Olkin of Sampling Adequacy >0,5 with the significance of <0,5.

TABLE II. KMO AND BARTLETT’S TEST

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.930
<b>Bartlett's Test of Sphericity</b>	<i>Approx. Chi-Square</i>	5129.615
	<i>df</i>	465
	<i>Sig.</i>	.000

According to Table 2, KMO measure of sampling adequacy was 0,930 with the significance of 0.000. The number was bigger than 0.5, therefore all factors were acceptable and could go further to the next step. Since the significance is <0.50, H0 was rejected and H1 was accepted. It concluded that those factors influenced decision in selecting restaurants. After these 32 factors had been analysed, there were 6 new factors that represented all factors. This can be seen in Table 3 below.

**TABLE III. TOTAL VARIANCE EXPLAINED**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.517	46.830	46.830	14.517	46.830	46.830	9.520	30.710	30.710
2	2.299	7.415	54.244	2.299	7.415	54.244	3.485	11.240	41.951
3	1.721	5.553	59.797	1.721	5.553	59.797	3.388	10.929	52.880
4	1.366	4.407	64.204	1.366	4.407	64.204	2.569	8.288	61.168
5	1.277	4.118	68.322	1.277	4.118	68.322	1.696	5.470	66.638
6	1.045	3.371	71.693	1.045	3.371	71.693	1.567	5.055	71.693
7	.908	2.930	74.624						
8	.775	2.501	77.125						

In Table 3, “Component” column shows that there are 6 components that represent variable. “Initial Eigenvalues” based on SPSS calculation is 1. Variance that could be explained by factor 1 is  $14,517/6 \times 100\% = 46,830$ . Factor 2 is  $2,299/6 \times 100\% = 7,415$ . Factor 3 is accounted for  $1,721/6 \times 100\% = 5,553$ . Factor 4 is  $1,366/6 \times 100\% = 4,407$ . The value of factor 5 is  $1,277/6 \times 100\% = 4,118$  while factor 6 is  $1,045/6 \times 100\% = 3,371$ . In summary, the total of six factors could explain variables for  $46,830\% + 7,415\% + 5,553\% + 4,407\% + 4,118\% + 3,371\% = 71,694\%$ . Therefore, with Eigenvalues of 1, so the components taken are 1, 2, 3, 4, 5, and 6.

From Table 4, all factors were included in the new 6 factors. Using CFA, it can be seen what were included under those factors. This is done by identifying the highest value in each indicator. Factors which are lower than KMO 0,05 were eliminated. Those were X13, X14 and X17. The results are shown in Table 4 below.

**TABLE IV. 6 NEW FACTORS**

Factor	Indicator
Factor 1	X22,X24,X23,X20,X21
Factor 2	X22,X24,X23,X20,X21
Factor 3	X9,X8,X10,X15
Factor 4	X5,X6,X7
Factor 5	X3,X1
Factor6	X12,X11

Table 4 shows six new factors that were formed. There were eleven factors included, those are service quality, price, trustworthiness, brand, tangible, product quality, location, atmosphere, cleanliness, staff cooperation and quick service. After the analysis had been done, it ended up with 6 new factors which represented all factors. Those were service quality, atmosphere, trustworthiness, price, food and beverages selection, and brand.

**IV. DISCUSSION**

There were eleven factors influencing restaurant selection in Bandung. Those were service quality, price, trustworthiness, brand, tangible, product quality, location, restaurant environment, cleanliness, staff cooperation and speed of service. Service quality measures how much the service delivered meets consumers’ expectations [21]. Gronroos stated that the dimensions of service quality are technical quality, functional quality and corporate image [22]. While Parasuraman et al. included tangibles, reliability,

responsiveness, assurance and empathy [23]. In this study, service quality was measured by commitment of meeting customers’ expectation, commitment of uniqueness of the menu, and commitment to variety of menu provided. Price helps consumer to understand the value of the product [24]. It shows whether the price of a product is fair or not, i.e. a good price for a good product [25]. That is why Kotler and Keller defined price as the amount of money to pay for a product or service [26]. In this study, it included fairness of price related to the menu, discount price given, special price for member, and price for new product. Trustworthiness refers to how far a resource seen as honest, sincere and trusted [27]. It is sometimes used interchangeably with the concept of trust. Trust is a belief that is held by one party about the attitudes and behaviour of another party [28]. The indicators used in this study were the use of certain logo in the restaurant such as halal logo or recommended by trip advisor, labelling in the menu such as chef recommendation and best seller, and the assurance of the serving. Branding gives a clue of what is expected by consumer so it could increase the perception of sensory. It consists of emotions, ideas, or attitudes [29]. Positive brand image can differentiate one restaurant from its competitors [30]. In this study, indicators of branding were brand image and uniqueness of the restaurant name. Tangibles in food service industry creates attention to distinct its atmosphere. Spaciousness can influence customer service experience [18]. The indicators were layout of restaurant, availability of parking space, conformity of prayer room, availability of decent toilet and its cleanliness. Quality of product is the function of a product including durability, reliability, accuracy, ease of use, reparation and other attributes [31]. Indicator used in this study were the quality of food and beverages. Location is other factor that is also important. It could create image of a business in delivering its services to consumers [32]. Location was measured by how strategic the location was and its accessibility.

Restaurant ambience refers to visual communication, lighting, colour and music that will stimulate consumer emotional response and perception [33], including interior and exterior of the restaurant and colour selection. Other thing that is considered by customer when selecting restaurants is the cleanliness. It is very important for the company to have a good planning in organizing restaurant’s cleanliness [34]. The indicators were cleanliness of food and beverages served, equipment used, and overall restaurant. Since restaurant is a service industry, it relies heavily on its people. The importance of staff cooperation such as politeness and friendliness of staff,

and speed of service, i.e. speed of cooking and serving time of food and beverages and responsiveness in handling complaint, were also important [27].

After being analysed using CFA, these factors formed into six new factors i.e. service quality, atmosphere, trustworthiness, price, food and beverages selection, and brand. Service quality referred to friendliness of staff, politeness of staff, comfortable and cleanliness of place, equipment used, food, and toilet, responsiveness in complaint handling, speed of cooking and serving time, taste of food and beverages, commitment, conformity of price related to food and beverages, and conformity of what has been promised related to the taste of food and beverages. The second factor was atmosphere, including interior and exterior design, colour, location and accessibility. The third factor was trustworthiness, related with the use of certain logo in the restaurant such as halal logo or recommended by trip advisor, labelling in the menu such as chef recommendation and best seller, assurance of food serving, and availability of religious facility. Price was the fourth factor, including discount price, special price for member, and price of a new product. The fifth factor was food and beverages selection. It consisted of variety of food and beverages and uniqueness of the menu itself. The last one was brand. It covered brand image of the restaurant and uniqueness of brand name. This study is aligned with the previous research that stated factors influencing decision to select restaurants [12,13-20].

#### V. CONCLUSION

It is important for the company to consider factors influencing restaurant selection when formulating its strategic plan. Those are service quality, atmosphere, trustworthiness, price, food and beverages selection, and brand. By understanding these factors, company will have the advantages to attract visitors coming to its restaurant. This study mainly explored restaurant selection in general without differentiate what kind of restaurants they were. Further study should categorize each restaurant based on its specialties. The study was also conducted in a culinary city which the competition is very high. Further study could compare factors influencing restaurant selection in a culinary city and a non-culinary city. Other factors which were not included in this study could also be examined in further research, such as consumer motivation and promotion.

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