

Consumer Behaviours in Dropbox Resto and Café

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Abstract—This study aims to determine the characteristics of consumers who visit a restaurant namely Dropbox Resto & Cafe and to find out how consumer behavior patterns determine the decision to choose Dropbox Resto & Café. This study uses a descriptive qualitative method. Unit analysis in this study are guests who visit Dropbox Resto and Café with 60 respondents as sample of population consisting of 18 male and 42 female consumers whose age ranges from 17 to 45 years old. The results are: 1) Most of the consumer characteristics of Dropbox restaurant cafe are women, on average of 17-24 years old, and students earning less than IDR 1,000,000 a month; 2) Consumer behaviors of a Dropbox resto and cafe in making purchasing decisions are influenced by suggestions from friends and people around them and not influenced by the family, not to show social status, can be enjoyed by various ages, influenced by work, influenced by the necessities of life and comfort of the place. The implication is that Dropbox Resto & Cafe needs to take several steps, namely 1) Identifying and anticipating consumers in order to provide their needs; 2) Establishing good communication with customers or consumers; and 3) Strengthening strategies that are committed to providing satisfaction to customers and consumers.

Keywords—characteristics; consumer behavior; resto and café.

I. INTRODUCTION

Consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires [1]. Consumer behavior is an action that is directly involved in the acquisition, consumption, and expiration of a product or service, including the process that precedes and follows the action [2]. Price is a factor influencing perceived consumer value. The study considers a number of implications for the industry, such as, the importance of service and consumers' willingness to pay more for a service that is friendly, welcoming and attentive [3]. In case of consumer behavior in tourism industry, mostly considered factors by customers include health, language, income and expenditure, safety of travel, attractions. But other factors are also considered [4]. Therefore, today's eating places are not just places with many functions, such as for socialization, eating, waiting, hanging out, working, and discussing. This consuming behavior determines the eating place setting, showing that in Bandung, Indonesia, social activity outside the home is consumed mostly

by younger people where they do not only enjoy foods but also socialization [5]. Twenty five variables considered in the study of customer's perception are found to be unfavorable in case of four variables viz. 1) Exterior (facade) of the restaurant; 2) Enough space in the isles to move comfortably in the restaurant; 3) Scent & Perfume in the restaurant; 4) Delivery time taken for serving the product; and 5) Taste and quality of products [6]. According to Kotler (1973) in [7] the influence of atmospherics in marketing contexts is based on the premise that the design of an environment through a variety of means, including lighting, layout, sounds, colors and temperature could stimulate perceptual and emotional responses in consumers and affect their behavior. Bitner (1992) in [7] distinguished three dimensions of atmospherics that she called the SERVICESCAPE: ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts.

Dropbox Resto & Cafe was established on May 2, 2016. The founder of this restaurant is Mas Muhammad Zikri, which is located on Jalan Raya Kuta Bumi Blok CS2 No. 25, Kuta Baru, Pasar Kemis, Tangerang, Banten 15560, Indonesia. This restaurant cafe carries the present concept of pampering customers. This cafe presents a pop art-themed concept that indeed makes visitors return and often the concept of the theme is used as a place for taking a selfie by visitors. In addition, live music is also presented to make visitors comfortable and willing to linger while chatting and the price offered is quite affordable. For the decoration concept itself, this cafe takes the concept of Pop Art, Classic Vintage, and Modern Minimalism. By presenting a view of frames containing pop art, which is neatly displayed on the walls of each room and with a capacity of 100 adults and children. Dropbox restaurant cafe also receives a takeaway service acled go food. Beside it, the cafe manages serves various foods and soft drinks, which are indeed very suitable and preferred by young people in particular. DropBox Resto & Cafe is one of the places to eat that provides list of recommended menus such as Katsu, Ketan Susu (milk sticky rice), and Green Tea, as for Baked Bread as its mainstay menu and various Mocktail drinks.

II. LITERATURE REVIEW

A. Consumer Behaviour Definitions

Consumer behavior refers to the mental and emotional process and the observable behavior of customer during searching, purchasing and post consumption of a product or service. It is also concerned with the social and economic impacts that purchasing and consumption behavior blends has on both the individual consumer and on broader society. Consumer behavior blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioral economics [7]. Brand reputation, restaurant atmosphere, and brand character indeed could significantly and positively affect consumer behavior, where brand identity presents partial mediating effects and consumer emotion shows moderating effects on brand identity towards consumer behavior [8]. It is appeared to be positive relationship between consumer behavior in prior and subsequent the purchase of tourism product and the level of social media usage [9]. A significant proportion of consumers in Dhaka city of Bangladesh are very sensitive towards choosing a restaurant service. Consumer's perception is always mediated by consumers' age, gender differences and their income. In some situations, age difference can be an important factor which may also influence an individual to choose a restaurant's services [10].

Still related to the understanding of consumer behavior in choosing restaurants and cafes chosen, here are definitions of analysis of consumer behavior which further completing our discussion. Consumer behavior analysis is the study of why people buy the products they are interested in and how they make decisions. Therefore, the marketer needs to understand three related aspects of consumer behavior analysis: consumer motivations, consumer typologies, and the consumer purchasing process.

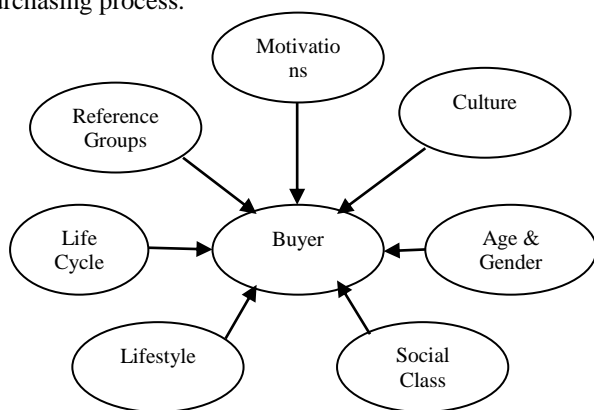


Fig. 1. Factors Influencing Consumer Behaviour

Figure 1. shows the seven key factors that influence a consumer's behavior. Motivation is often seen as a major determinant of consumer behavior, but cultural, personal, and social influences will also have an important effect on consumer purchases. Motivations are inner drives that cause people to take action to satisfy their needs. Understanding consumer motivation is one of the most effective ways of

gaining competitive differential advantage. Central to most content theories of motivation is the concept of need. Needs are seen as the forces that arouse motivated behavior, and it is assumed that, to understand human motivation, it is necessary to discover what needs people have and how they can be fulfilled. Maslow, in 1943, was the first to attempt to do this with his needs hierarchy theory, now the best-known of all motivation theories. Culture is the norms, beliefs and rituals that are unique to each person. In some societies gender can influence consumer behavior in terms of the roles men and women are expected to play. Social class is the positions one occupies within society, and it is determined by such factors as income, wealth, education, occupation, family prestige, value of home and neighborhood. Marketers are increasingly segmenting their markets by consumer lifestyles. Lifestyle analysis examines the way of people allocate time, energy and money. Lifestyle analysis tends to exclude demographic traits, so researchers in marketing have combined demographic and psychological variables into a concept called 'psychographics'. Psychographic analysis attempts to measure people's activities, interests and opinions. By profiling the way groups of people live, it is possible to predict their travel motivations and purchases. The concept of the family life cycle, the stages through which families might pass as they mature is based on the premise that when people live together, their way of life changes. Reference groups are groups that have a direct (face-to face) or indirect influence on a person's attitude or behavior.

The discussion so far has been about the variables that influence tourist behaviors. However, many tourism researchers have tried to explain tourist behavior by developing typologies of the tourists themselves. The tourist motivation model proposed by Stanley Plog (1974) in [11] is one of the most widely cited.

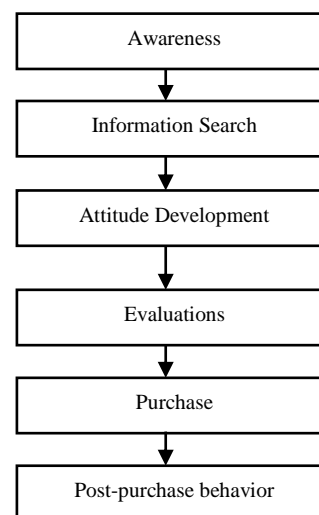


Fig. 2. The Consumer Buying Process

The consumer buying process for tourism is often regarded as similar to that for other products and services. The process begins with awareness, a stage that may be initiated by promotional efforts, by word of mouth, or through an informational search such as an online search. The next stage involves the buyer obtaining more information, and as suggested previously, there are likely to be various levels of commitment depending on the nature of the purchase. This information search will result in the formation of an attitude, perhaps reinforcing an existing attitude or bringing about a change on the part of the buyer. At the evaluation stage, the buyer will make more detailed comparisons. Subject to time and financial constraints, the consumer will then make the purchase. The purchase is followed by the final stage of the buying process, post-purchase behavior [11].

B. Consumer Behaviour and Marketing Strategy Specifications

American Marketing Association defines consumer behavior as "a dynamic interaction between the influence and cognition, behavior, and events around us where humans do aspects of exchange in their lives. There are three important ideas in that definition: (1) consumer behavior is dynamic; (2) it involves interactions between influences and cognitions, behaviors, and events around them, and (3) it involves exchanges. First, the definition above emphasizes that consumer behavior is dynamic. This means that a consumer, consumer group, and broader society always changes and moves all the time. This has implications for the study of consumer behavior, as well as the development of marketing strategies. In terms of the study of consumer behavior, one implication is that generalization of consumer behavior is usually limited to one long period of time, product and individual or group. Thus, it is expected to be careful not to generalize too much theory or research findings.

The second thing emphasized in the definition of consumer behavior is the involvement of interactions between influence and cognition, behavior and events around. This means that to understand consumers and develop appropriate marketing strategies, we must understand what they think (cognition) and how they feel (influence), what they do (behavior), and what and where (events around) affect and influence by what consumers think, feel and do.

The last thing emphasized in the definition of consumer behavior remains consistent with the definition of individual marketing. This makes the definition of consumer behavior consistent with the definition of marketing which so far emphasizes exchange. In fact, the role of marketing is to create exchanges with consumers through the formulation and implementation of marketing strategies[12].

III. METHODS

A. Research Design

This study use qualitative descriptive methods with visitor of Dropbox Resto & Café as analysis unit. Sample population is 60 visitors with purposive sampling as sampling technique used. Research period is between February and August 2018 in Dropbox Resto & Café Tangerang. Then Likert Scale is used to measure respondent's statements while descriptive statistics is used to perform the outcome of study.

TABLE I. VARIABLE, SUB VARIABLES, INDICATORS

Variables	Sub Variables	Indicators	Scale
Consumers Characteristics	Respondent characteristics	Gender	Nominal
		Age	Ordinal
		Occupation	Nominal
		Income	Ordinal
Consumers Behavior	Culture	Modern Life Style	Interval
		Development and Progress	Interval
		Social Level	Interval
	Social	Friend Suggestion	Interval
		People surrounding	Interval
		Family Influence	Interval
		Social Status	Interval
	Personal	Enjoyed by any range of age	Interval
		Occupation Influence	Interval
	Psychology	Needs	Interval
		Comfort place	Interval

B. Subject Characteristic

- Gender, from 60 visitor data, it can be seen that as many as 18 respondents were men, while 42 respondents were women. Thus it can be concluded that consumers are the majority of women.
- Age, from 60 respondents most of them are 17-24 years old, there are 52 people, the rest are 25-50 years old, so the average Dropbox consumer is young people.
- Occupation, the most visited respondents came from students with a total of 39 people. The remaining 21 people are private employees, entrepreneurs, civil servants and others.
- Income, 66% of respondents have income less than one million. The remaining 34% is above 1 million rupiah. This is due to less adjustment and expenditure than the adults who have worked.

C. Data Collection Process

TABLE II. DATA COLLECTION PROCESS

Data Types	Sources	Collecting procedures	Explanations
Primary Data	Respondents	Questioners	Information related with consumers characteristics and consumers behavior
	Dropbox Management	Interview	
Secondary Data	Dropbox Management	Ask the data	Amount of visitors in average per week, resto & café profile
	Books, journals, internet, previous study	Literature Review	The aims, recommendations, results, conclusions, suggestions related the topics

D. Data Analysis

This study uses descriptive statistical analysis to present the results of the study. The data is presented in the form of tables, diagrams and graphs.

IV. RESULTS AND DISCUSSION

A. Purchasing decision in choosing Resto & Café is influenced by Social Class, Modern Life Style, Development and Progress

Purchasing decision in choosing Dropbox Resto & Café is influenced by social class. It is showed by 45% of respondents felt affected by social class when visiting a restaurant of café. Beside it, modern life style and life necessities are factors which influence purchasing decisions. Figures below are showing the statement of 60 visitors as respondents:

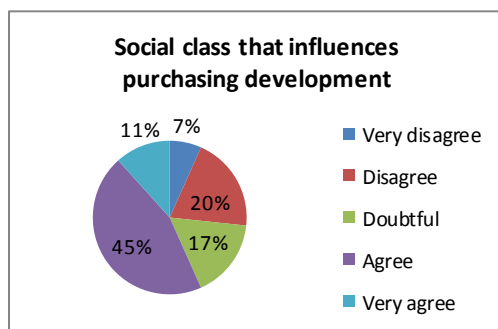


Fig. 3. Social class that influences purchasing development

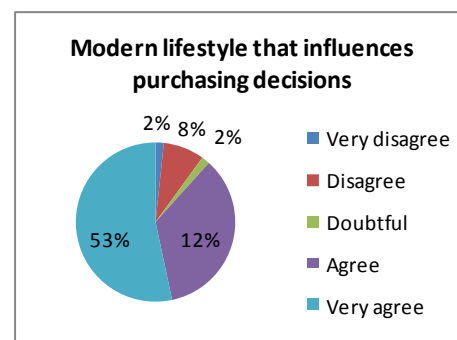


Fig. 4. Modern life style that influences purchasing decisions

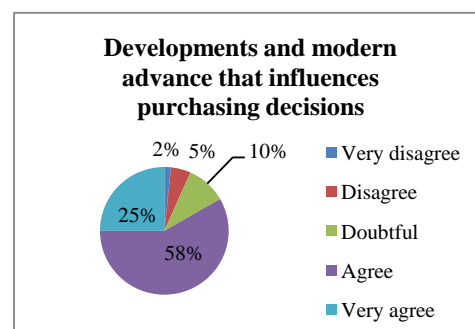


Fig. 5. Developments and modern advance that influence decisions purchasing

This is supported by Sri Astuti and Himasari Hanan (2012) who obtained conclusions from their research stating that today's eating places are not just places only for eating but also as places with many functions, such as for socialization, eating, waiting, hanging out, working, and discussing. This consuming society behavior determines the eating place setting, showing that in Bandung, social activity outside the home is consumed mostly by younger people where they are not only enjoy foods but also socializing [5]. This opinion is also supported by the results of other studies in India, namely Dr. N. Anitha (2016) who obtained conclusions from the results of her research which is stating in earlier days life style factor is considered as one of the factor influence the purchase decision of customers, but today's technological revolution leads the customers to follow different living pattern, according the changes they change their decision on buying behavior, so life style is considered as the major component. From the research analysis it can be conclude the India consumers are more conscious towards life style factors [13].

Furthermore, the results of this study indicate that friend suggestion, people surrounding and social status are influencing purchasing decision of visitors in Dropbox Resto & Café. It is showed by 48,3% respondents stated that they visited a restaurant and café is based on references and suggestions from friends. Besides that, the research also shows that dropbox resto & cafe visitor purchasing decisions are influenced by their people around and social status. It is

showed by 43,3 % respondents are agree and 17% respondents are agree that people around of them are affected in choosing Dropbox. Related with social factors, 25% respondents are agree and 22% respondents are very agree if social status influenced them. It is supported by Tanja Lautianen (2015) in [14] which have conclusion of his research that family, friends and neighbors are the most important factors that affect on decision making when selecting coffee brand.

After discussing about cultural factors and social factors that influence consumer behavior in choosing restaurants and cafes, the next is about personal factors. From this study concluded that 67% respondents are agree if they choose restaurant and café because it can be enjoyed by various ages. And even farther, 45% respondents are agree and 25% are very agree that consumer make purchases at Dropbox Resto & Café is influenced by occupation. This is in accordance with the results of [15] indicating that personal factors have positive and statistically significant effects on the buying behavior of consumers in the fashion clothing industry of Pakistan.

From this study can be indicated several factors, namely culture, social, personal and psychology that influence consumer behavior in determining purchasing decisions. The psychological factors are found which also influence the consumer behavior. This can be seen from 62% of respondents are very agree and 23% respondents are agree that needs influences them in making purchasing decisions. On other hand, 45% are agree and 48% are very agree if comfort places influences them in choosing Dropbox Resto & Café. The results of this research were reinforced by thesis of [16].

Apart from our discussion above about consumer behavior that is affected by cultural factors, social, personal and psychological, in this study found differences, namely that social factors that affect consumers, in this case is the visitors Dropbox Resto & Cafe does not include families. They admitted purchasing decisions for a visit is not affected by the family, but by social status, people around them and a friend. This is demonstrated from 60 people, as many as 33% of the respondents declared disagree and 20% is doubtful if family affects them in choosing Dropbox Resto & Cafe as their choice for visiting.

V. CONCLUSION

Based on the results of the discussion and findings obtained from this study, it was concluded that the consumer characteristics of Dropbox Resto and Cafe Tangerang included: from the gender side it was dominated by women, while the age of the majority was between 17-24 years, while in terms of employment the most are students followed by private employees, and in terms of income, most of them earn less than one million rupiah, and the rest are over one million rupiah for those who have worked. Meanwhile, consumer behavior at Dropbox Resto & Cafe Tangerang influenced by cultural, social, personal and psychological factors. While the findings are for social factors, visitors are not influenced by the family.

The implication is to understand consumers and develop appropriate marketing strategies. In doing so, we must understand what they think (cognition) and how they feel (influence), what they do (behavior), and what and where (events around) are affected and influenced by what consumers think, feel and do. It can be shown by consumer motivations, consumer typologies, and the consumer purchasing process. Social activity outside the home is consumed mostly by younger people where they do not only enjoy foods but also socializing, that is why, today's eating places are not just places with many functions, such as for socialization, eating, waiting, hanging out, working, and discussing.

The recommendation for future research is whether visiting a restaurant or cafe has become a living habit for young people now and from the four factors that influence consumers to visit restaurants and cafes, which factors are the most dominant.

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