

Factors Influencing Generation Y Satisfaction in Sundanese Restaurant

Gita Siswhara

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia
wa_egha@upi.edu

Taufik Abdullah

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia
taufikabdullah@upi.edu

M. Sukmawati

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia

Abstract—The purpose of this study is to determine and analyze the factors that affect customer satisfaction among generation Y at Traditional Sundanese restaurant in Bandung. Three restaurants were selected as the objects of this study. All the three are the most widely recommended through the internet. The generation Y was chosen as the subject of the research because the generation Y is a generation that is dominating the market nowadays. The dimensions of restaurant attributes in this study consist of food quality, service quality, and atmosphere. The type of research was descriptive verification and the technique of sampling used was a survey by using cluster random sampling technique. The number of respondents is 400 consumers who made purchases at those three Sundanese restaurants in Bandung. The Data analysis technique used was multiple regression analysis. The result found that restaurant attributes gave significant influence on customer satisfaction of generation Y. The most influential factor is service quality.

Keywords—restaurant attributes; customer satisfaction; generation Y

I. INTRODUCTION

Consumer satisfaction has always been a priority concern for various industries, including food and beverage industry. In this industry, customer satisfaction is one of the factors that can maintain the sustainability of a restaurant operation. The expert stated that consumer satisfaction in the restaurant industry is very important because if 90% of consumers are not satisfied, they will never return to the restaurant [1].

Experts agreed that satisfaction is a feeling of pleasure or disappointment created by the evaluation results of perceived performance (or outcome) to the expectations [2], [3]. Therefore, the dimension for assessing satisfaction in this research is perceived and expected.

Understanding what consumers need when they come to a restaurant is essential to sustain the business operation [4]. The consumers' needs related to their consumptive behavior are usually related to the attributes that the restaurant offers. Many studies related to restaurant attributes have been conducted [5]–[8]. Experts have been convinced that the dimensions of restaurant attributes in general are food, service, and ambience / atmosphere [6], [9], [10].

Based on the dimensions of restaurant attributes according to [10], food quality is a component of restaurant attributes that is real and tangible. It can be touched and felt by the five senses. Service quality refers to one aspect of restaurant attributes that is intangible and cannot be touched. The interaction between the service providers and the consumers influences the consumers. If the service personnel provide a good service, the eating atmosphere will be positive and vice versa. Even, a study showed that an employee's smile has a positive correlation with customer satisfaction [10]. Atmosphere is a physical environment that makes consumers feel relaxed and enjoy the atmosphere while they are in a restaurant.

In applying good restaurant attributes and creating customer satisfaction, restaurants need to target specific market. Based on the data from the Central Bureau of statistics in 2015, the number of millennials in Indonesia has reached 84 million or 50 percent of the productive population. The growth of Generation Y also occurs in Bandung city. Bandung as the center of province, the center of the economy, the center of trade and industry, certainly has many restaurants. Based on Bandung city statistics in 2015, the number of restaurants, cafes and bars in Bandung was 653.

Generation Y causes a challenging market in the restaurant industry. In classifying Generation Y or commonly called millennials, some researchers use birth years from 1977 to 1997 [11], [12]. Millennials or commonly called generation Y or baby boomers are generations born between 1977-2000 [13].

Due to the increasing intensity of competition between Sundanese restaurants in Bandung, therefore, winning generation Y interest and making them satisfied become one of the solutions in achieving a success. Hence, this study aimed to determine and analyze the factors that affect customer satisfaction among generation Y at Sundanese restaurant in Bandung.

II. METHOD

This study was a quantitative study, where the data were collected from questionnaires which were distributed to samples and then analyzed by using statistical calculations

[14]. In addition, this study can also be classified into the explanatory survey study in which the study was conducted on the population, but the data studied were the data from the sample [14].

To get the representative population, the authors chose three Sundanese restaurants in Bandung as the research objects, namely Alas Daun, Dapoer Pandan Wangi and Sajian Sambara. This selection was based on the recommendations from various websites. Authors used the internet because generation Y is the first generation to grow and spend most of their time around digital environment, and generation Y consumers evaluate the experience of products or services through the internet [15]. The population in this study were generation Y consumers aged 1977-1997 in Alas Daun, Dapoer Pandan Wangi and Sajian Sambara. According to interviews conducted by the authors with the restaurant's managers, the rough estimation of the percentage and the number generation Y customers in each of the restaurants are as follow:

TABLE I. THE NUMBER OF GENERATION Y CUSTOMERS IN 2016

Restaurants Name	Generation Y Percentage	Total Customer	Population of Generation Y	Percentage %
Alas Daun	70 %	30.005	21004	30%
Dapoer Pandan Wangi	60 %	28.876	17326	24%
Sajian Sambara	80 %	40.565	32452	46%
Total			70782	100%

Based on table I, the estimated population in this study was 70,782 consumers. To calculate the sample, this study used Slovin formula [16] as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{70,782}{1 + (70,782)(0,05)^2} = 397,75 \approx 400$$

Questionnaires were distributed in three locations. In Alas Daun, 120 questionnaires were distributed which represented 30% of the total sample. 96 questionnaires which represented 24% of the total sample were allocated in Dapoer Pandan Wangi. In Sajian Sambara, 184 questionnaires were given to Generation Y, which represented 46% of the total sample.

In preparing the question items on the questionnaire, this study used the dimensions from experts. For restaurant attributes, the dimensions used were from [10], namely food quality, service quality and atmosphere. Questions related to food quality were about appearance, healthy options, taste, freshness, and temperature [10]. Questions related to service quality referred to the following indicators: reliability, responsiveness, assurance, empathy, and tangibles [3]. The atmosphere-related questions in this study were ambient factors, design factors, and social factors [10], [16]

Before being distributed to respondents, the question items had passed the validity and reliability tests. After the data have been obtained, the next steps were data coding, descriptive statistical calculations, and multiple regression analysis.

III. ANALYSIS AND DISCUSSION

Table II shows the reason why they would come to a restaurant.

TABLE II. GENERATION Y'S REASONS REGARDING CHOOSING A RESTAURANT

Restaurant Attributes	Frequency	Percent	Cumulative Percent
Food Quality	131	32,8	32,8
Service Quality	103	25,8	58,5
Atmosphere	166	41,5	100,0
Total	400	100,0	

Table II depicts that the consumer behavior based on the reason for the purchase. It is noticeable that the main reason why consumers come to a restaurant is because of the atmosphere. There are many consumers who want to come to a Sundanese restaurant to gather together with family, relatives, or partners and choose typical Sundanese atmosphere. They sit on the floor cross-legged seat while listening to traditional Sundanese music and enjoying the atmosphere of Sundanese culture. This result was in line with [10] that stated there were more factors influencing the success of restaurants than food quality, namely the restaurant atmosphere, including decorating, noise levels, and cleanliness that have an impact on experience.

Recapitulation of Generation Y consumer responses regarding the implementation of restaurant attributes in Sundanese restaurants in Bandung can be seen in Table III below.

TABLE III. RECAPITULATION OF PERCEIVED RESTAURANT ATTRIBUTES BY GENERATION Y

No	Dimensions	Score	Number of Questions	Average Score	%
1	Food quality	12120	8	1515	33,85
2	Service quality	8988	6	1498	33,47
3	Atmosphere	13168	9	1463,11	32,69
Total		32860	23	4476,11	100

Based on Table III, it is observable that traditional Sundanese restaurants in Bandung were better in providing good quality of food rather than their services and atmospheres. It means that the food was suitable for generation Y in terms of appearance, healthy options, taste, freshness, and temperature.

TABLE IV. GENERATION Y’S SATISFACTION

No	Dimensions	Score		Satisfaction (P/E)	Satisfaction (%)
		Expected (E)	Perceived (P)		
1	Food quality	12304	12120	0,9850	98,5
2	Service quality	9068	8988	0,9810	98,1
3	Atmosphere	13859	11752	0,8480	84,8
Total		35231	32860	0,9327	93,27%

Table IV illustrates that the satisfactory level of consumers regarding food and service quality were higher than atmosphere. The three restaurants observed in this study have provided good quality food and services. It has been said that the more restaurant is reliable in terms of food quality, the more consumers will be satisfied with the restaurant, which is also an important factor of restaurant attributes. Unfortunately, the satisfaction level of the customers towards the atmosphere dimension was the lowest. This would become an important finding since atmosphere was the most chosen reasons for generation Y in choosing a restaurant.

TABLE V. THE RESULTS OF MULTIPLE REGRESSION ANALYSIS

Restaurant Attributes	Standardized Coefficients Beta	t-value	Sig.
(Constant)	5.566	1.826	0.069
Food Quality (X1)	1.027	8.180	0.000
Service Quality (X2)	1.477	8.247	0.000
Atmosphere (X3)	0.455	4.598	0.000
R	0.767		
R Square	0.588		
F-value	188,632		

Based on the result of multiple regression analysis calculation, it proved that all of the restaurant attributes dimensions influence the Generation Y’ satisfaction. From table 5, the multiple regression equation will be shown as below.

$$Y = 5,566 + 1,027 X_1 + 1,477 X_2 + 0,455 X_3$$

Through these findings, the highest influence was service quality, this was in accordance to the opinion from [18] that service quality could be an effective tool to influence customer satisfaction.

IV. CONCLUSION

In conclusion, after everything has been considered. Restaurant attributes influence the satisfaction of generation Y when they come to a restaurant. All dimensions influence the satisfaction and this is in line with [5], [10], [16] [17], [18]. Although generation Y come to a restaurant to seek the atmosphere, service quality is the dimension that influence their satisfaction the most.

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