

Managing Padang Restaurant's Consumers Trust: The role of Halalness, Food Service and Satisfaction

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ABSTRACT

This research aims to analyze the effect of (1) Halalness towards Padang Restaurant Consumers Satisfaction, (2) Food Service towards Padang Restaurant Consumers Satisfaction and (3) Consumers satisfaction towards Padang Restaurant Consumers Trust. This research was conducted in West Sumatra by taking sample areas in Bukittinggi, Padang, Tanah Datar and 50 Kota. Proportional determinations and accidental method are used to find the number of samples of 450 people respondents. Multiple Linear Regression Analysis Hypothesis testing was carried out as research analysis. This research finds that: (1) Halalness has no significant effect on Padang Restaurants Consumers Satisfaction, (2) Food Service has a positive and significant effect on the Padang Restaurant Consumer Satisfaction and, (3) Satisfaction has a positive and significant influence on Padang Restaurant Consumer Trust.

Keywords: *Consumer Trust, Halalness, Food Service, Satisfaction, Padang, Restaurant.*

1. INTRODUCTION

Minangkabau people are the majority ethnic group in West Sumatra. For the them, culinary is a form of cultural expression . Eating is seen as an important part of the culture [1]. The proximity of culture and cuisine can be seen from various customs, ranging from traditional gatherings, marriage proposals, to casual events, almost all of which involve food. Therefore, there are many cultural and daily activities of the people of Padang that involve "eating". This culinary culture produces a variety of Padang dishes that have good taste, and choices of various flavors.

Minangkabau people are very proud of their various food recipes. As a community that likes to migrate, food recipes are then brought and introduced to other communities. Outside the province of West Sumatra, people are familiar with Minang cuisine as "Padang cuisine". This is in accordance with the habits of Indonesian people who replace the term "Orang Minang" with "Orang Padang". Padang Restaurant as one of the ethnic restaurants in Indonesia has the advantage as a well known restaurant. This is in accordance with the overseas destination areas of the Minangkabau people throughout Indonesia, as well as foreign countries such as Malaysia, Singapore, Australia and many others. [2].

One of the important things in maintaining the sustainability of restaurants is trust. With trust, customers will not hesitate to visit, visit again, and

even recommend Padang Restaurant to others. Conversely, losing Trust will make restaurant visitors reluctant to visit, let alone recommend it to others.

One of the factors influencing the Trust is the halal image which is the strongest image of the Padang Restaurant [3, 4]. The image as a provider of halal culinary is already deeply embedded in the minds of visitors, so that even without the halal certification logo, Padang Restaurant is believed to be halal. So when Muslim tourists visit an area that is predominantly non-Muslim, the safest way to eat is to look for Padang Restaurant [5].

Halalness which later became the main image of Padang Restaurant is a consequence of the fact that the entire Minang community is Muslim. Even Minangkabau customs are based on Islamic teachings. Namely "*syara mangato, adat mamakai*", or in other words custom based on shari'ah. Therefore, the halal aspect for Padang cuisine has been considered as something automatic or given. So when entering the Padang restaurant, no one ever wonders whether the food is halal or not.

The next factor that is highly considered by the Padang Restaurant in building trust is to maintain the satisfaction of the visitors. Satisfaction is a comparison between expectations and performance felt by consumers [6]. Therefore, in the Padang restaurant service is very famous saying, "If you are satisfied, tell others, but if you are not satisfied, tell

us". This phrase has been held firmly by the managers of Padang Restaurant from the beginning until now. This is one form of awareness of the managers of Padang Restaurant about the importance of satisfaction.

So in this study, researchers sought to analyze the relationship between these variables, namely the influence of Halal Brand Image, Satisfaction of Trust. Research on Padang Restaurant has often been carried out in Indonesia, but research that links these three variables, especially the relation of Halal Brand Image to Trust is still very rarely done. Therefore, the Halal Brand Image variable is the novelty of this study.

2. THEORETICAL REVIEW

2.1 Consumers Trust

Han and Hyun (2015) explained that trust is considered as a mechanism to reduce the complexity of human behavior in situations involving risk and uncertainty. Trust and trustworthiness in the service industry can be a differentiator in a competitive market. If customers have sufficient trust in the company or its products / services, then that trust can exceed the level of risk they feel [7]. From this perspective, it is therefore important to achieve the right balance between risk and trust. Trust plays an important role in consumers when they are going to re-purchase. Consumers may be willing to choose products they can trust to minimize the potential risk. As a result, building trust in a product is something that must be maintained by marketers [8].

2.2 Consumers Satisfaction

Customer satisfaction is the result of evaluations made by customers after consuming a product. The standard in the evaluation is the expectations of the customers themselves, where if the product is judged to have the same performance or above expectations, the customer will be satisfied, and vice versa. [9]. These standards are used in every consumption of any product. Consumers will feel happy if their expectations are met. Moreover, these customers are "surprised" by the product's performance that exceeds what they want. But on the contrary, consumers feel disappointed if the product is felt to be unable to fulfill the promises or expectations formed before consumption occurs.

According to [10] Satisfaction is determined and the result of a consumer's experience. Consumers make an assessment, assessment and evaluation of the

various "promises" that have been given by a product. These assessments include, but are not limited to, features, shape, taste, experience, and fulfillment of needs.

Consumer satisfaction also has a degree, where there are consumers who are very satisfied, satisfied, dissatisfied or very dissatisfied. The level of satisfaction is also related to the pleasure felt by customers.

Product providers can increase customer satisfaction by providing products that are able to fulfill. Several previous studies found that satisfaction is one of the factors that influence trust [11, 12]. Therefore, these studies can be used as a basis in the preparation of research models and hypotheses in this study.

H1 : Consumers Satisfaction has a positive and significant effect on Consumers Trust

2.3 Halalness

There are three categories of food treatment in Islamic teachings, namely halal, haram and mushbooh. The term is taken from Arabic, the place where Islam was revealed. Halal means allowed, while haram means prohibited. [13, 14].

The opposite of halal is haram which means it is not permitted, cannot be used, and is not legal according to the law while mushbooh (syubha, shubhah, and mashbuh) means black and white, is still being questioned, and is doubtful and therefore should be avoided. The validity or illegality of a product for consumption by Muslims is very clear. This has been explained in the Quran and also the Hadith.

According to the Decree of the Minister of Religion R.I. Article 518 of 2001 dated November 30, 2001 article 1 explains that halal food is food that does not contain elements or illicit substances or is prohibited for consumption by Muslims and its processing does not contradict Islamic law. Halal food inspection is an examination of additional conditions and auxiliary materials as well as the production process, personnel and production equipment, halal management system, and other matters that are directly or indirectly related to halal food production activities.

Several previous studies found that Brand Image is one of the factors that influence Consumer Satisfaction [11, 15, 16]. Therefore, these studies can be used as a basis in the preparation of research models and hypotheses in this study.

Similar to the relationship between Brand Image and Trust, many studies have linked and found the influence of these variables [17-19]. These studies are also used as a basis in the preparation of research models and hypotheses in this study.

H2 : Halalness has a positive and significant effect on Consumers Satisfaction

2.4 Food Serving

Food service is an important factor for businesses that have a half product platform and half service such as restaurants. According to Han and Hyun (2017) and Namin (2017) quality of service such as in making food dishes is a determining factor for customer satisfaction. If a restaurant or restaurant is able to provide good and fast service then this will have an impact on their satisfaction. Furthermore, satisfaction in service is also determined by customer knowledge about product hygiene and safety. In this study, Food Service is one of the factors hypothesized to influence Consumer Satisfaction.

H3 : Food Serving has a positive and significant effect on Consumers Satisfaction

3. RESEARCH METHOD

This study used all cities and districts in West Sumatra as the study population. Due to the limitations of the research, the sample areas were purposely determined, namely Bukittinggi, Padang,

Tanah Datar, and 50 Cities. The four regions were determined as sample areas because they are the major tourist cities and districts in West Sumatra and have many Padang restaurants. The next step, the researcher determined several Padang restaurants in each area to meet with the research respondents.

In accordance with the research objectives, the respondents of this study were the customers of Padang Restaurant in the sample area. By using proportional sampling, the number of respondents was determined as many as 450 people. The respondents were met accidentally. Respondents were asked to fill out a questionnaire as a research instrument.

This study uses a Structural Equation Modeling application with covariance based as an analysis tool. Therefore, this study has conducted a goodness of fit test as well as a research procedure using SEM. Among the criteria used are CMIN / DF which has a maximum value of 5, GFI, CFI, maximum TLI has a value of 0.900, and RMSEA has a maximum value of 0.08. Other important procedures are also carried out so that this research can produce an accurate analysis. Among them are normality test, heteroscedasticity, multicollinearity. The problems of various research feasibility tests were resolved by bootstrapping with 5000 re-sampling. Furthermore, the common method bias problem is likely to be found in this study. This is commonly found in studies that use self-report data as was done in this study. Therefore, this study uses Harman's single factor method to test the common method bias problem.

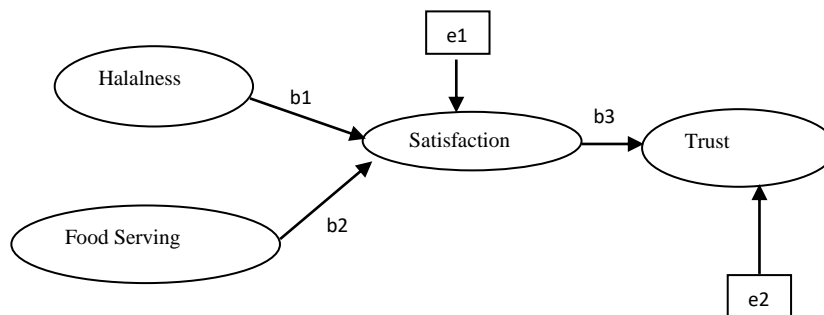


Figure 1 Research Model

4. RESULTS AND DISCUSSION

The results of data processing using SEM produces the following model as shown on figure 2. Based on

the research framework and hypotheses that have been prepared in the previous stages, the SEM Model is formed as presented in Figure 2.

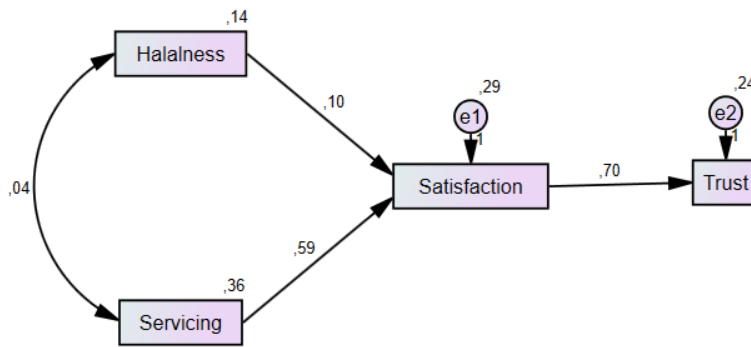


Figure 2. SEM Model

Table 1. Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Satisfaction	<---	Halalness	,099	,068	1,467	,142
Satisfaction	<---	Servicing	,587	,043	13,631	***
Trust	<---	Satisfaction	,702	,036	19,672	***

4.1 The Effect Halalness On Padang Restaurants Consumers Satisfaction

By processing the data, important statistical figures are then found and can be analyzed. First, the P-value of the relationship tested on this hypothesis was found to be 1.42. This value has exceeded 0.05 as a condition of hypothesis testing which means that Halalness has no significant effect on Consumers Satisfaction. To find the level of significance and direction of the relationship between variables, the Estimate value is used. In this hypothesis it is found that the Estimate value is equal to 0.999 which means it has a positive (unidirectional) direction of the variable relationship.. It can be translated that, an increasing in Halalness would not cause an increase in Satisfaction. Thus it can be concluded that the first hypothesis in this study is rejected.

As stated at the beginning of this article, that Halalness is something that has been given or is certain for Padang Restaurant. So consumers no longer think whether the restaurant is halal or not. Padang Restaurant is guaranteed halal. The results of this study are understandable because this research area is in West Sumatra, where the place of origin of the Padang restaurant itself. Different things can be obtained if you research Padang Restaurant located outside the West Sumatra region.

The results of this study are in line with [13, 14, 20]

4.2 The Effect Food Service On Padang Restaurants Consumers Satisfaction

By processing the data, important statistical figures are then found and can be analyzed. First, the P-value of the relationship tested on this hypothesis was found to be 1.42. This value below 0.05 as a condition of hypothesis testing which means that Food Service has a significant effect on Consumers Satisfaction. To find the level of significance and direction of the relationship between variables, the Estimate value is used. In this hypothesis it is found that the Estimate value is equal to 0.587 which means it has a positive (unidirectional) direction of the variable relationship.. It can be translated that, an increasing in Food Service would cause an increase in Satisfaction. Thus it can be concluded that the second hypothesis in this study is accepted.

Padang restaurant has its own uniqueness in serving food. First there is the "manitiang" tradition, which is an acrobatic way of carrying small plates of food, which are brought in large quantities using one hand. Second, Padang Restaurant is also accustomed to serving all variations of food available to the consumers' table. So that this is a unique feature for them.

Based on the results of this study, the food presentation should be further improved, in the sense

that the uniqueness is maintained and remains the hallmark of Padang Restaurant. Because this is one thing that increases the satisfaction of consumers

The results of this study are in line with [21, 22]

4.3 The Effect Padang Restaurants Consumers Satisfaction on Consumers Trust

By processing the data, important statistical figures are then found and can be analyzed. First, the P-value of the relationship tested on this hypothesis was found to be 1.42. This value below 0.05 as a condition of hypothesis testing which means that Consumers Satisfaction has a significant effect on Consumers Trust. To find the level of significance and direction of the relationship between variables, the Estimate value is used. In this hypothesis it is found that the Estimate value is equal to 0.587 which means it has a positive (unidirectional) direction of the variable relationship.. It can be translated that, an increasing in Consumers Satisfaction would cause an increase in Trust. Thus it can be concluded that the third hypothesis in this study is accepted.

Satisfaction is a comparison between hope and reality. The higher the satisfaction, the consumer will have a good assessment of the Padang Restaurant. Therefore, it is natural for satisfaction to have a positive impact on the Trust.

The results of this study are in line with [8, 11, 12, 18, 19]

5. CONCLUSIONS & SUGGESTIONS

Based on the results of this study it can be concluded that:

1. Halalness does not have a significant influence on satisfaction, on the other hand, Food Service can significantly affect Customer Satisfaction of Padang Restaurant
2. Satisfaction is one of the factors that would increase Padang Restaurants Consumers Trust. Therefore, to increase Trust, it is recommended that managers of Padang Restaurant always maintain their Consumers Satisfaction. Meanwhile, to increase satisfaction, rather than increase Halalness, Padang Restaurants should focus more on improving Food Service. This is because the halal image is very attached to them, so it does not need to be improved anymore.

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