

FACTORS AFFECTING RESTAURANT SELECTION IN THE COASTAL AREA OF TUMINTING BOULEVARD**FAKTOR-FAKTOR YANG MEMPENGARUHI PEMILIHAN RESTORAN DIPESISIR PANTAI BOULEVARD TUMINTING**

By:

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Abstract: Many restaurant owners and family-owned businesses are increasingly looking forward to operating through this platform in order to increase sales. Hence, the online channels are frosting the foodservice sector in the country. They use the tools for market place in apps. But however, the group of family preferred to experience the restaurants have provide rather to use online services. This time the culinary place in coastal area is trending especially in Manado. The restaurant ready to open from day and night. Consumers freely to decide where they want to take lunch or dine-out according to the restaurant type. These restaurants are giving the sea view. The restaurant also supplies the menu in seafood, fast food, traditional food and etc. To full fill the consumer needs, restaurant provide some attributes like examples: WIFI, Air Conditioner (AC), parking lot, live music, VIP room, smoking area, photo spots, toilet and many more. Consumers are able to choose the seafood menu by their self. The culinary place in coastal area become favorite food place among the family, couples, teenagers and individuals if they want to eat with the landscape of the sea. The consumers can see location, missing clear information about the location, difficulties in reaching the distance etc. Restaurants that offer local products can respond to the expectations of the customers specially the view at Tuminting Boulevard.

Keywords: marketing, restaurant selection, factors analysis

Abstrak: Banyak pemilik restoran dan bisnis milik keluarga semakin menantikan untuk beroperasi melalui platform ini guna meningkatkan penjualan. Oleh karena itu, saluran online membekukan sektor jasa makanan di negara ini. Mereka menggunakan alat untuk pasar di aplikasi. Namun bagaimanapun, kelompok keluarga lebih memilih pengalaman yang disediakan restoran daripada menggunakan layanan online. Saat ini tempat kuliner di kawasan pesisir sedang trending khususnya di Manado. Restoran siap buka dari siang dan malam. Konsumen bebas menentukan mau makan siang atau makan malam di mana sesuai dengan jenis restorannya. Restoran-restoran ini memberikan pemandangan laut. Restoran juga menyediakan menu makanan laut, makanan cepat saji, makanan tradisional dan lain-lain. Untuk memenuhi kebutuhan konsumen, restoran menyediakan beberapa atribut seperti contoh: WIFI, Air Conditioner (AC), tempat parkir, live music, ruang VIP, area merokok, spot foto, toilet dan masih banyak lagi. Konsumen dapat memilih menu seafood sendiri. Tempat kuliner di kawasan pesisir menjadi tempat makan favorit di kalangan keluarga, pasangan, remaja dan individu jika ingin makan dengan pemandangan laut. Konsumen dapat melihat lokasi, kehilangan informasi yang jelas tentang lokasi, kesulitan dalam menjangkau jarak dll. Restoran yang menawarkan produk lokal dapat merespon harapan pelanggan khususnya pemandangan di Tuminting Boulevard.

Kata Kunci: pemasaran, pemilihan restoran, analisa faktor-faktor

INTRODUCTION**Research Background**

Restaurant selection criteria are the most important attributes that customers use in deciding where to eat. Customers may apply diverse criteria in evaluating the importance of attribute affecting their restaurant choice. There is a wide range of literature concerning the selection of restaurants. For instance, Lewis (1981)

considered five factors: food quality, menu variety, price, atmosphere, and convenience factors. The total dining experience in a restaurant is comprised of not only food itself, but also the atmosphere (physical aspects) and the service provided. Although a variety of restaurant choice criteria were identified, previous studies have not considered how the selection criteria differ according to the restaurant types and how frequent users for fast-food and full-service restaurants differ in terms of their socio-demographic characteristics and the criteria they think as important.

Restaurants can be broadly divided into two categories: fast-service and full-service restaurants. Although previous research in customer behavior in restaurant settings did not take restaurant type into account, restaurant type may have significant impact on customers' pre-purchase beliefs and attitude as well as post-purchase evaluations. A particular reason to select one type of restaurant may be different from one to select another type of restaurant. Overall, full-service restaurants are more likely to attract hedonic customers who pay more attention to restaurant environments, whereas fast-service restaurants tend to appeal utilitarian customers who value functional benefits.

Nowadays, restaurant's main purpose is not only to satisfy customer needs for nutrition but also to reply on the necessities such as having good time, relaxation and socialization. Businesses that want to outrun this competition should primarily understand the changing demand and best meet those requirements in order to survive in an intense competitive environment. The main point of marketing activities of restaurants is the customer. Large number of businesses for similar purposes are in operation and it is important to have competitive advantage in this environment. Businesses that want to increase their profitability and get more shares from the market must try to understand the desire and needs of their customers. Many restaurant owners and family-owned businesses are increasingly looking forward to operating through this platform in order to increase sales. Hence, the online channels are frosting the foodservice sector in the country. What restaurants in coastal did exactly the same things above. They use the tools for market place in apps. But however, the group of family preferred to experience the restaurants have provide rather to use online services.

At this time the culinary place in coastal area is trending especially in Manado. The restaurant ready to open from day and night. Consumers freely to decide where they want to take lunch or dine-out according to the restaurant type. These restaurants are giving the sea view. The restaurant also supply the menu in seafood, fast food, traditional food and etc. To full fill the consumer needs, restaurant provide some attributes like examples: WIFI, Air Conditioner (AC), parking lot, live music, VIP room, smoking area, photo spots, toilet and many more. Consumers are able to choose the seafood menu by their self.

The culinary place in coastal area become favorite food place among the family, couples, teenagers and individuals if they want to eat with the landscape of the sea. The consumers can see location, missing clear information about the location, difficulties in reaching the distance etc. Restaurants that offer local products can respond to the expectations of the customers specially the view at Tuminting Boulevard. There are many restaurants with the different menu in there along the boulevard road from Soekarno Bridge to Karangria border. In selection decision to choose restaurant with comfortable place and delicious dishes, it is extremely hard. The restaurants have similar services depends on what consumers need who would be affect to the choices.

Research Objective

This research is purposed to figure out the factors that affecting restaurant selection in the coastal area of Tuminting Boulevard.

THEORETICAL FRAMEWORK

Marketing

Marketing is the process of getting potential clients or customers interested in the products and services. The keyword in this definition is "process." Marketing involves researching, promoting, selling, and distributing your products or services. This discipline centers on the study of market and consumer behaviors and it analyzes the commercial management of companies in order to attract, acquire, and retain customers by satisfying their wants and needs and instilling brand loyalty.

Restaurant Selection

Restaurant attributes and restaurant selection criteria are the most important attributes that customers use in deciding where to dine-out. Customers may apply diverse criteria in evaluating the importance of attribute affecting their restaurant choice. There is a wide range of literature concerning the selection of restaurants. For

instance, Lewis (1981) considered five factors: food quality, menu variety, price, atmosphere, and convenience factors. Jang and Namkung (2009) suggested three factors: service quality, product quality, and atmospherics as main restaurant attributes affecting perceived quality of restaurant experiences.

Previous Research

Lim et al. (2016) determined the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention. University students aged between 18 and 34 that currently pursuing their studies in University Malaysia Perlis were selected as the subject of analysis. 662 out of 800 sets of questionnaires distributed were valid for coding, analyzing and testing the hypothesis. Collected data were then analyzed using SPSS version 18.0 and AMOS version 16.0. Structural Equation Modeling to examine the model fits and hypothesis testing. The conclusion can be depicted that subjective norm and perceived usefulness significant positively influence online purchase intention but subjective norm insignificant influence shopping behavior in a negative way. It is interesting to note that perceived usefulness also insignificantly influence online shopping behavior. Finding also revealed that purchase intention significant positively influence online shopping behavior. For future research, sample from working adults and other variables that related to online shopping were to be included to minimise sampling bias.

Siddiqui, Shoeb, and Usmani (2020) aimed to develop a careful e index for evaluating and measuring the factors affecting buying behavior of personal cars by different fuel categories. Questionnaires were used to collect empirical data from 700 car owners, out of which 569 samples were included in the final analysis. Factor analysis and ANOVA was used for analyzing the variables. The empirical findings exhibit that there are few important attributes for choosing a car and can nine factors are considered necessary for while making decision for purchasing car.

Islam et al. (2019) identified the factors influencing the selection of restaurants by the Dhaka city dwellers. Both primary and secondary data were used to conduct this study. A structured questionnaire having five-point scale, one having strongly disagreed and five having strongly agreed used to conduct the survey. The data were analyzed using both descriptive and inferential statistics. Descriptive statistics were used to descriptive the restaurants, and the variables of Dhaka city and inferential statistics were used to identify the relationship between the factors influencing the selection of the restaurants and the overall selection decision of the restaurant customers. Results show that the restaurant customers are influenced by five factors such as customer service, availability of variety and junk foods, maintenance of privacy, the brand name of the restaurant, and availability of ready-made food in Dhaka. Factors like customer service, maintenance of privacy, the brand name of the restaurant, and availability of ready-made food are found significant for selecting the restaurant of Dhaka dwellers for dining at the restaurants. This study also identified that the availability of a variety of foods is not the determinant for selecting a restaurant by the customers of Dhaka.

Conceptual Framework

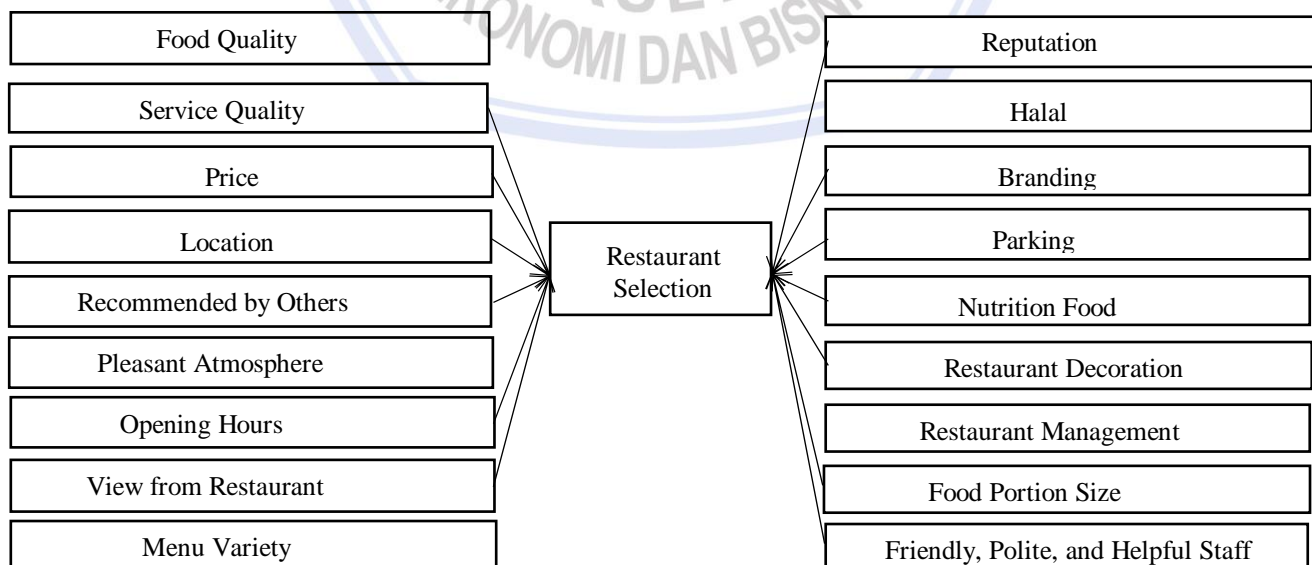


Figure1. Conceptual Framework
Source: Literature Review (2021)

RESEARCH METHOD**Research Approach**

This is a descriptive quantitative research method. Quantitative data is gathered in the form of words as generated from the answers to questions in questionnaire. Babbie (2010) stated that quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques

Population, Sample, and Sampling Technique

Population is a distinct group of individuals, whether that group comprises a nation or a group of people with a common characteristic. The population in this study was conducted on consumers who have visited Restaurant in the coastal area of Tuminting Boulevard. Sample is a statistically significant portion of a population, not an entire population. The sample was taken 100 samples and the respondent's descriptions consist of three common identities, age, occupation, and gender.

Data Collection Method

Primary data is gathered through questionnaire, and secondary data is gained through books, articles, and previous researches that support this research.

Operational Definition of Research Variables**Table 1. Variable Definitions**

No	Variable	Definition
1.	Food quality	The quality of food for each restaurants
2.	Price	The amount of money expected, required or given in payment for each food
3.	Service quality	Measure of how a restaurant delivers its services
4.	Recommended by others	Acceptable others thoughts to recommend a specific restaurant
5.	Pleasant atmosphere	Restaurant giving or affording pleasure enjoyable condition
6.	Location	Restaurants places
7.	Opening hours	The time during a restaurant open
8.	Menu variety	Kind of foods/dishes in restaurant
9.	Reputation	The beliefs that are generally held about the restaurant
10.	Halal	Denoting or relating prepared as prescribed by Muslim law
11.	Branding	The restaurant promotion which is advertising and distinctive design
12.	View from the restaurant	The exact landscape from the restaurant while eating
13.	Parking	Part of restaurant place for each customer's vehicles that leave theirs for temporarily
14.	Restaurant decoration	Design of restaurant
15.	Reservation management	Booking form by using number phone, social media or even email.
16.	Nutrition food	Some costumers need a nutrition for their food
17.	Food portion size	How much of a food you are served in restaurant
18.	Friendly, polite, and helpful staff	The manners of staff in the restaurant

Source: Author's Note, 2022

Validity and Reliability

According to Sugiarto and Sitinjak (2006), validity relates to a variable measuring what should be measured. Validity test is used to measure the obtaining data are matched with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted.

Sugiarto and Situnjak (2006) state that reliability refers to an understanding that the instruments used in research to obtain information used can be trusted as a data collection tool and are able to reveal actual information in the field. Reliability test is used to measure the consistency of instrument items and how reliable or trusted the data is.

Factor Analysis

Factor analysis is a technique that is used to reduce a large number of variables into fewer numbers of factors. This technique extracts maximum common variance from all variables and puts them into a common score. Factor analysis is a multivariate technique that confirms the dimensions of the concept that have been operationally defined, as well as indicating which of the items are most appropriate for each dimension (Sekaran and Bougie, 2009). Ghozali (2005:253) stated that the main purpose of factor analysis is to summarize the information contained in the the original (initial) variable into a new set of dimensions or variations (factors). The variable used in this study are 18 variables, those will be reduced to several factors through factor analysis.

RESULT AND DISCUSSION

Result

Validity and Reliability

Validity shows that Pearson Correlation value of all of factors declared valid. This research trial used the number of samples (n) = 100 and the magnitude of df can be calculated $100-2 = 18$, with $df = 100$ and $\text{Alpha} = 0.05$ obtained r table = 0.1654. In reliability test, Alpha Cronbach must be 0.6 or it is better if the value is above 0.8 (close to 1). Reliability result shows that all 20 variables are reliable. It is evident that the Cronbach 's Alpha (alpha Cronbach)score is 0.893 and it concludes that the data is less bias and regraded as reliable.

Factor Analysis

KMO and Bartlett's Test

The value obtained from the Barlett Sphericity test is 794,453 with a significance of 0.001, this means that there is a correlation between variables (significant <0.05). The results of the Kaiser-Meyer-Olkin (KMO) test obtained a value of 0.839, where the number is above 0.5. Thus the variables in this study can be processed further.

Measurement of Sampling Adequacy Test

In this test, variables are analyzed further to obtain which ones are the variables to be included and which ones to be excluded. To pass this step, each variable should have $\text{MSA} >0.5$. The MSA result shows that all of 20 variable have MSA score greater than 0.5 or 5%, therefore all of them are valid.

Table 2. Commuality Estimation

Indicator	Communalities	
	Initial	Extraction
Food quality	1.000	.723
Price	1.000	.642
Service quality	1.000	.683
Recommended by others	1.000	.681
Pleasant atmosphere	1.000	.606
Location	1.000	.719
Opening hours	1.000	.671
Menu variety	1.000	.573
Reputation	1.000	.639
Halal	1.000	.517
Branding	1.000	.719
View from restaurant	1.000	.759
Parking	1.000	.741
Restaurant decoration	1.000	.629
Reservation management	1.000	.658
Nutrition food	1.000	.609

Source: Data Processed (2020)

A communality is also the extent to which an item correlates with all other item. If communalities for a particular variable are low (<0.5), then that variable may struggle to load significantly on any factor. All 20

variables can load significantly to any factor that will be formed.

Communalities Result – Total variance Explained

The result shows that there are 6 components/factors that is formed. In section 7 onwards, the Eigenvalue is 0.900 and this does not fit the mentioned criteria, therefore 6 components are the most optimal amount. There are 18 variables that have greater correlation which will be used for the next analysis.

Table 3. Extraction Method: Principal Component Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.679	37.108	37.108	6.679	37.108	37.108
2	1.799	9.992	47.100	1.799	9.992	47.100
3	1.377	7.647	54.747	1.377	7.647	54.747
4	1.125	6.249	60.996	1.125	6.249	60.996
5	1.008	5.599	66.595	1.008	5.599	66.595
6	.898	4.987	71.582			
7	.719	3.996	75.578			
8	.689	3.826	79.404			
9	.683	3.792	83.196			
10	.537	2.983	86.179			
11	.478	2.657	88.836			
12	.414	2.300	91.136			
13	.362	2.012	93.148			
14	.308	1.714	94.861			
15	.295	1.641	96.502			
16	.236	1.309	97.811			
17	.217	1.207	99.018			
18	.177	.982	100.000			

Source: Data Processed (2020)

Table 4. New Variables/Factors

Factor	Variable	Factor	Factor Loading
1	Location (X6)	View From Restaurant	0.583
	Opening hours (X7)		0.724
	Menu variety (X8)		0.695
	View from restaurant (X12)		0.764
	Parking (X13)		0.636
	Reservation management (X15)		0.689
2	Food quality (X1)	Food Quality	0.790
	Service quality (X3)		0.743
	Recommended by others (X4)		0.674
	Friendly, polite, and helpful staff (X18)		0.671
3	Pleasant atmosphere (X5)	Pleasant Atmosphere	0.704
	Reputation (X9)		0.675
	Branding (X11)		0.653
	Restaurant decoration (X14)		0.564
4	Price (X2)	Food Portion Size	0.558
	Nutrition food (X16)		0.612
	Food portion size (X17)		0.775
5	Halal (X10)	Halal Food	0.836

Source: Data Processed (2020)

There are 5 variables formed in the first factor called view from restaurant, 4 variables in the second factor called food quality, 4 variables in the third factor called pleasant atmosphere, 3variable in the fourth factor

called food portion size and 1 variable in the fifth factor called halal food.

Discussion

From 18 variables, there are 5 new factors formed. First factor named View From Restaurant, resulted as having the highest variance among the other factors, it means View From Restaurant is most affecting in Restaurant selection. From 6 variables formed into this factor, the relation of one another can be concluded as parts of View From Restaurant. It means the more awareness for managers who own restaurant in the coastal area. The second factor is Food Quality, which means that the food and services have the more quality from food to services. The third factor is Pleasant Atmosphere, this factor almost have significant affect just as Quality of restaurant. The fourth factor is Food Portion Size, this factor has similar variables on another, and it also has impact for restaurant selection. The last factor called Halal Food, this factor only have 1 variable it is Halal. Halal has the most affect in restaurant selection, especially for the Muslim who would visited the restaurant.

In another previous research conducted by Gupta (2019) found that the study it can be concluded that price is the most important factor while choosing a restaurant for the customer followed by the quality of food and availability of variety in food and beverages. Friend relative referral, past experience, location, ambience, staff behaviour, environment, security, waiting time etc are also considered important factor while choosing a restaurant. While billing process, dress code, space, bar facilities etc are less important for the customers while choosing a restaurant

Most important factors identified by the respondents were food quality, friendly, polite and helpful staff, value for money, food and service of consistent standard, speed of service. The list followed by atmosphere, feeling comfortable to eat there, price, level of noise in the restaurant and food portion size, which were thought as "important." Attributes categorized as moderately important were menu variety, nutritious food, restaurant's décor, location, and reservations management.

Current study also aimed to identify the factors that should at least be present to leave the consumer satisfied and those factors that would make them particularly delighted regardless of the visiting motivation. Findings reveal that food quality, friendly, polite, helpful staff and value for money should at least be present to make the consumers satisfied with the restaurant. View from the restaurant, restaurant's décor, speed of service and location (near home/office) will make the consumers delighted.

The factors have very significant impact on another to provide consumers decisions in restaurant selection. From View from restaurant, Food Quality, Pleasant Atmosphere, Food Portion to Halal Food

CONCLUSION AND RECOMMENDATION

Conclusion

1. There are 5 factors which have most determining by affecting restaurant selection, those factors are: View from Restaurant factor consists of location, opening hours, menu variety, view from restaurant, parking, and, reservation management; Food Quality factor consists of food quality, service quality, recommended by others, and friendly, polite, and helpful staff; Pleasant Atmosphere factor consists of pleasant atmosphere, reputation, branding, and restaurant decoration; Food Portion Size factor consists of price, nutrition food, and food portion size; and Halal food factor.
2. There are 2 factors View from Restaurant and Food Quality which have the most affecting restaurant selection.

Recommendations

1. To restaurant in the coastal area of tuminting boulevard to consider about the factors that can be aware by knowing what consumers need in their restaurant from Restaurant Environment factors, Quality of Restaurant factor, Restaurant Brand factor, Quality of Food factors to Halal Food factor. Otherwise there are two factors have most affecting Restaurant selection, there are View from Restaurant factor, consists of location, opening hours, menu variety, view from restaurant, parking, and, reservation management. And Food Quality factor, consists of food quality, service quality, recommended by others, and friendly, polite, and helpful staff.
2. To consumers who wanted to visit to restaurant in the coastal area of Tuminting Boulevard to figure it out those factors in advance.
3. To researcher, this research in hoped could be used by researcher as a guide for next marketing study

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