

**CONSUMER PREFERENCES IN DONUT SHOP USING ANALYTICAL HIERARCHY PROCESS (AHP) METHOD****(Case Study: Dolphin Donuts, Dunkin' Donuts Mantos and J.Co Megamall)****PREFERENSI KONSUMEN PADA TOKO DONAT MENGGUNAKAN METODE ANALYTICAL HIERARCHY PROCESS (AHP)***(Studi Kasus: Dolphin Donuts, Dunkin' Donuts Mantos dan J.Co Megamall)*

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**Abstract:** In this study, researcher will examine the snacks as well as a place to gather with friends, especially types of snacks, donuts. Manado has 3 donut shops namely Dolphin Donuts, Dunkin Donuts Mantos and J.Co Megamall. There are many factors or criteria that influence the consumer to go to donut shop. The method used in this research is Analytical Hierarchy Process (AHP). AHP is a method for ranking decision alternatives and selecting the best one given multiple criteria. Based on six criteria (cleanliness, food quality, price, physical environment, service quality and location), there are top three criteria that has the most influence for consumer of donut shop in Manado city which are cleanliness, food quality and physical environment. Every donut shop in Manado needs to pay attention seriously toward these three factors. Based on the overall result, shows that J.Co Megamall become the most preferred donut shop in Manado City. Dolphin Donuts has the lowest score. Dolphin Donuts should improve the cleanliness, food quality and physical environment of the restaurant, make the customers feel comfortable when they gathering with family or friends.

**Keywords:** consumer preferences, analytical hierarchy process

**Abstrak:** Dalam penelitian ini peneliti akan mengkaji jajanan sekaligus tempat berkumpul dengan teman-teman khususnya jenis jajanan donat. Manado memiliki 3 toko donat yaitu Dolphin Donuts, Dunkin Donuts Mantos dan J.Co Megamall. Ada banyak faktor atau kriteria yang mempengaruhi konsumen untuk pergi ke toko donat. Metode yang digunakan dalam penelitian ini adalah Analytical Hierarchy Process (AHP). AHP adalah metode untuk memeringkat alternatif keputusan dan memilih yang terbaik dengan beberapa kriteria. Berdasarkan enam kriteria (kebersihan, kualitas makanan, harga, lingkungan fisik, kualitas pelayanan dan lokasi), terdapat tiga kriteria teratas yang paling berpengaruh bagi konsumen toko donat di kota Manado yaitu kebersihan, kualitas makanan dan lingkungan fisik. Setiap toko donat di Manado perlu memperhatikan dengan serius ketiga faktor tersebut. Berdasarkan hasil keseluruhan, terlihat bahwa J.Co Megamall menjadi toko donat yang paling diminati di Kota Manado. Dolphin Donuts memiliki skor terendah. Dolphin Donuts harus meningkatkan kebersihan, kualitas makanan dan lingkungan fisik restoran, membuat pelanggan merasa nyaman saat berkumpul dengan keluarga atau teman.

**Kata Kunci:** preferensi konsumen, analytical hierarchy process

## INTRODUCTION

### Research Background

Food is one of three basic human needs besides shelter and clothes. Food usually comes from animals or plants, which are eaten by humans to get energy and nutrition. In general, food ingredients contain several elements or compounds such as water, carbohydrates, proteins, fats, vitamins, enzymes, pigments and others. Nowadays, economy grows very fast along with the growth of every aspect industry. Especially in food industry, there are so many chances offered to people that want to try their luck in this industry. Indonesia is the largest market for the Food Service Industry in the ASEAN countries (Agriculture and Agri-Food Canada, 2016). According to AAFC (2016), fast food is one of the top three growth drivers for foodservice market in Indonesia. This study mentioned that the fast food stores in Indonesia continued to rise by 30% in value sales in 2014. International brands dominated the Indonesian market, such as KFC, McDonald's, Dunkin's Donuts and Burger King. These leading fast food brands show a very tight competition among each other's.

Manado is famous for its people who have hobbies in eating, both main foods and snacks. Because of the hobbies of such people, more food brands from outside, both abroad and outside the region who want to open a franchise in Manado, for example, such as KFC, McDonalds, Texas Fried Chicken, A&W, Pizza Hut and from outside the region for example Meatballs Solo, Pasuruan meatballs, Duta Minang, Bambuden, Coto Makassar and many more. In the morning, Manado people usually look for breakfast or in Manado language it is called 'smokol' like tinutuan or noodles. The main food is usually consumed during the day. Then according to the hobby of the people of Manado, in the afternoon the people of Manado want to find snacks as well as looking for a place to gather with friends. Therefore, not only are the major food brands entering Manado, snack brands have also opened up more franchises, such as Starbucks, J.Co, Excelso, Breadtalk, Share Tea, Dunkin' Donuts, Ananas, Mokko Donut and so on.

There are many considerations for choosing a place to gather with friends, such as the comfort of a place. At the same time, because of the needs and nature of people who currently have a dependency on mobile phones, the gathering place also currently provides facilities such as Wi-Fi or a charge. In this study, researchers will examine the snacks as well as a place to gather with friends, especially types of snacks, donuts. Manado has 3 donut shops namely Dolphin Donuts, Dunkin Donuts Mantos and J.Co Megamall. There are many factors or criteria that can influence the consumer preference. The research wants to know what will drive the consumer preference, so this study can be useful for the donut shops to improve their business. The people of Manado have their own perception in case about choosing a donut shop to enjoy their time. Consumer preferences can be defined as an individual's tendency, or lack thereof, to consume or use a product or service. Consumer choice indicates an individual's preference of a choice variety of products (Kate et al, 2017). Therefore, consumer preference can be seen as a person's predisposition in selecting particular goods that they perceive as enjoyable.

### Research Objectives

Based on the research problem, the objectives of this research are;

1. To know the most important criteria for consumer in choosing donut shop.
2. To know the most preferred donut shop for consumer.

## THEORETICAL REVIEW

### Consumer Behavior

According to Abbasi and Torkamani (2010) consumer behavior is different in different people. Because people have different desires and needs, so their behavior is different. And the difference in consumer behavior makes predicting consumer behavior more difficult, to resolve this problem can categorize the market. Consumer behavior also can be defined as a mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires (Wilkie, 1994). Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. (Solomon, Bamossy, Askegaard, & Hogg, 2006).

Schiffman and Kanuk (2004) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy their needs. In other words, consumer behavior involves the feelings and thoughts of people's experiences. It attempts to

understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

The American Marketing Association has defined consumer behavior as, "The dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives." In other words, consumer behavior involves the feelings and thoughts of people experiences. It also include the things that influence the thoughts, actions, and feelings. Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. (Solomon et al., 2006).

Consumer behavior involves studies, which look into how people decide to buy things, what they choose to buy, where they prefer to buy it, why, and when they buy it. It is a mix of psychology, sociology, anthropology, and economic elements. It focuses on characteristics of individual consumers such as demographics, psychographics, and behavioral elements in an effort to understand people's need and wants. Significant progress has been achieved in identifying the behavioral elements of buying, and a number of theories of buying have been postulated. However, less is known about what determines the shopping and consuming behavior. Kotler and Armstrong (2006) suggest that there are determinants such as cultural, social, personal, and psychological factors that shape an individual's consumer behavior. The following part looks into the personal factors, as they are the elements being tested in this research.

### **Consumer Preference**

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods. According to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. A consumer preference explains how a consumer ranks a collection of goods or services or prefers one collection over another. This definition assumes that consumers rank goods or services by the amount of satisfaction, or utility, afforded. Consumer preference theory does not take the consumer's income, good or service's price, or the consumer's ability to purchase the product or service (Guleria, 2015).

Consumer preference is used primarily to mean an option that has the greatest anticipated value among a number of options. This is an economic definition and does not tap into 'wishes' or 'dreams' but for all practical purposes is an appropriate definition. Preference and acceptance can in certain circumstances mean the same thing but it is useful to keep the distinction in mind with preference tending to indicate choices among neutral or more valued options with acceptance indicating a willingness to tolerate the status quo or some less desirable option (Fife-Schaw et al, 2007).

### **Factor Affecting Consumer Preference**

- Cleanliness. Cleanliness is most important aspects in the restaurant business. Regardless of how tasty the restaurant food, dish creative, and also the how the employee dressed. The consumers will not want to flock to the restaurant establishment if it is not clean.
- Food Quality. Food quality is one of the most important factors when assessing overall customer experience in the restaurant (Hwang & Zhao, 2010). According to Hwang and Zhao (2010), the restaurateur should pay more attention to taste in food to enhance customer satisfaction.
- Price. Setting specific pricing objectives that are realistic, measurable, and attainable is an important part of pricing strategy (Ferrell & Hartline, 2014). Consumer will prefer a shop with an affordable price.
- Physical Environment. The effect of the physical environment on consumers' perceptions and behavior is widely recognized (Hart et al, 2013). The physical shopping environment includes the internal store environment and the external shopping environment.
- Service Quality. Janjua (2017) found that the intensity of service failure did affect their level of dissatisfaction. When the intensity was high they became more dissatisfied with the service failure (Janjua, 2017). Many businesses have to increase the quality of their products and services because they are facing increasing competition in today's turbulent market environment (Shahin & Janatyan, 2011).
- Location. Location is one of the determining factors for a business since it affects the cost of business (Umble, Haft, & Umble, 2003). The business location should be considered as good as possible. If the company make a mistake in choosing a location, the company will bear the damages or fail in reaching its goals.

**Previous Research**

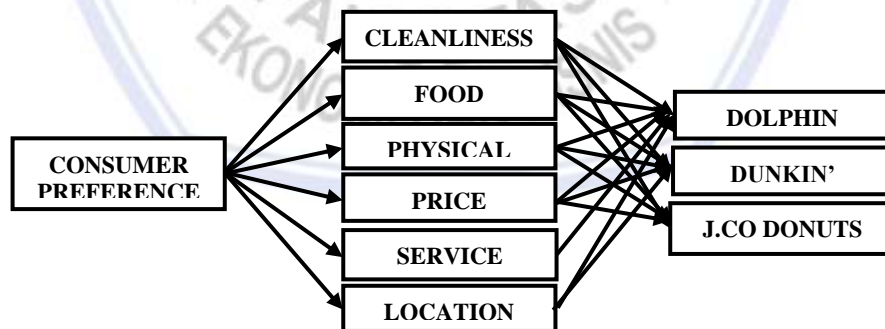
Upadhyay, Singh, and Sharma (2009) attempts to analyze Indian consumers' preferences towards restaurants with the help of survey conducted outside the restaurants (usable surveys 370) and segments them on the basis of these preferences. The findings of this study suggest how preferences of consumers converge and their relative positions in dealing with extrinsic and intrinsic cues. The study proposes ten factors that evolve out of responses of consumers towards 36 variables that a consumer normally faces. The study advocates three segments of consumers visiting restaurant viz. “deal seekers”, “preference seekers” and, “experience seekers”, based on their preferences. The outcome of the study carries implications for researchers and entrepreneurs. Consumer preferences can also be studied from the point of view of intrinsic and extrinsic cues triggering choice of a restaurant that will lead to better focus of marketing efforts. Finally to overcome stating bias, the study could be conducted in a natural setting.

Gogoi (2020) tries to find out whether variety of products, food quality, services speed, price and nutrition has an impact on consumer perception which might positively influences the purchase decision. For this research the researcher has undertaken two prominent brands, Domino’s Pizza and Pizza Hut to study the influence of consumer perception on the buying decision. The results from path analysis of Pizza Hut shows variety does not have an influence on customer perception, food quality has an influence on customer perception, Service speed of the outlet has an influence on customer perception, Nutrition do not have an influence on customer perception, Price have a direct influence on the consumer purchase decision, Consumer perception has an influence on purchase decision, and Product or services performance is usually measured by consumers based on the perceptions they hold.

Hanafiah and Wardhana (2019) aim to determine the dominant factors that form consumers' preferences in choosing Coffee Armor. Consumer preference can be done by measuring the level of usability and the most appropriate price. The results of the study state that the new factors formed are two components of the factor. The dominant factor that shapes consumer preferences in choosing Coffee Armor is the factor of service quality, product quality (taste and variance), atmosphere, promotion, and packaging.

**Conceptual Framework**

The conceptual framework explains the hierarchy that also a system of ranking and organizing the conceptual of this research. It consists of an overall goal which is consumer preference in donuts shop alternatives which are Dolphin Donuts, Dunkin Donuts, and J.Co Donuts Megamall Manado. The criteria are divided into six parts which are cleanliness, food quality, physical environment, price, service quality, and location. The criteria use by respondent to compare among the three alternatives that influence consumer preference at donuts shop. The hierarchy visualized as a figure, with the goal at the left side, criteria at the middle, and alternatives at the right side.



**Figure 1. Conceptual Framework**

*Source: Data Processed (2020)*

**RESEARCH METHOD**

**Research Approach**

This research will use quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2006). The method used in this research is Analytical Hierarchy Process (AHP).

**Population, Sample and Sampling Techniques**

Population in this research is people in Manado who have experience in Donut Shops of Dolphin Donuts, Dunkin Donuts Mantos and J.Co Megamall. Researcher chooses purposive sampling in this research because reseracher have the appropriate characteristic of the sample member to be the respondents which are people in Manado that have experience in using the three donuts shop.

**Data Collection Method**

The data needed in this research will be collected using questionnaire because questionnaire is relatively easy to analyze, they are simple to administer, the format is familiar to most respondent, and the respondents have time to think about their answer and they are not usually required to reply immediately.

**Data Analysis Method**

According to Taylor (2013), The Analytic Hierarchy Process (AHP), develop by Saaty (1990), is a method for ranking decision alternatives and selecting the best one given multiple criteria.

**Consistency Index and Consistency Ratio**

Consistency Ratio, which is a comparison between Consistency Index and Random Consistency Index, in formula:

$$CR = \frac{CI}{RI}$$

If consistency index (CI) is 0, it means the company would be a perfectly consistent decision maker. However, if not, means that degree of inconsistency that is acceptable. An acceptable level of consistency is determined by comparing the consistency index (CI) to a random index, RI, which is the consistency index of a randomly generated pairwise comparison matrix. The random index has the values shown in table.

**Table 1. Random Index Values**

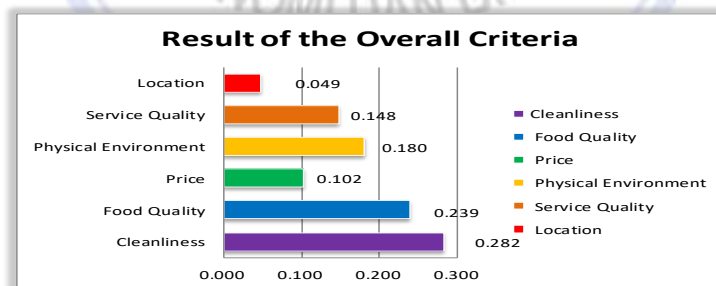
N	2	3	4	5	6	7	8	9	10
RI	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.51

Source: Data Processed (2020)

In general, the degree of consistency is satisfactory (acceptable) if  $CI/RI < 0.10$ . If  $CI/RI > 0.10$ , then there are probably serious inconsistencies and AHP results may not be meaningful.

**RESULT AND DISCUSSION**

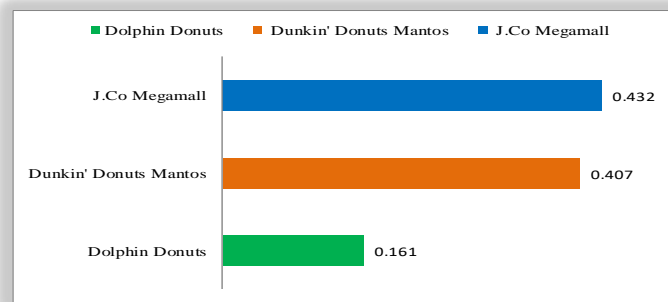
**Result**



**Figure 2. Result of the Overall Criteria**

Source: Data Processed (2020)

The result of figure 2 shows the highest score is cleanliness (0.282), it means cleanliness is the factor that have influence the most people to choose a donut shop among the others criteria. The second is food quality (0.239), physical environment is in third position with score 0.18, followed by service quality (0.148). The rest filled by price (0.102), and location as the lowest score (0,049). As the overall inconsistency = 0.0017, it means the data comparison in this result is valid and consistent.



**Figure 3. Result of AHP (Most Preferred Donut Shop in Manado City)**

*Source: Data Processed (2020)*

The result of figure 3 shows that respondents choose J.Co Megamall as the most preferred donut shop for them among the other alternatives. J.Co Megamall have the highest score with 0.432, in the second position is Dunkin' Donuts Mantos with score 0.407, and followed by Dolphin Donuts in the last position with score 0.161. In this result the overall inconsistency indicated = 0.003, it shows that the comparison of data in this research is valid and consistent.

### Discussion

AHP determines the relative importance or weight of the criteria, to rank the criteria from most important to least important. A criterion with the highest average weight indicates the priority criteria among others. Firstly, for the overall of main criteria (cleanliness, food quality, price, physical environment, service quality, location), based on result, the most important criteria that influence customer is cleanliness. One of the most crucial factors to the success of any culinary business is its cleanliness. When choose a donut shop, people must give an attention about the cleanliness, because it concerns with the people life. Not only about a hygienic food, customers also pay attention the cleanliness of the shop staff, which is how they dress and smell. The first impression that the consumer seek is the cleanliness of the donut shop. Second is food quality. Talking about the shop place which is provides food, automatically it related with food quality. Consumer will come again to that donut shop if they had a good quality of food. Otherwise, if the donut shop had a bad taste, the consumer will not come back to that donut shop. Third is physical environment. Physical environment includes all the tangible things inside the donut shop. To improve the physical environment, the shop have to spend a heavy amount on the interior designing such as decoration, floor and accessories, but these expenditures are investment in their nature. The amount spend will increase the assets and also attract customers towards the donut shop. Fourth is service quality. Discuss about donut shop, not only about the food quality, but it also related with the service quality, if the donut shop have a good service, it will satisfy the consumer. The customer will satisfy when the donut shop have a friendly, polite, and helpful staff. When the consumer feel satisfy, they will come back to the donut shop and also will recommended the donut shop to their friend or family. Fifth is price. Have low price does not mean that the cheap one do not have good quality, so customers look goods with low price and have good quality. At least the price is worth for the value for the donut. The last position is location. Location is become one of an important factor that influence the consumer preferences. The location in this research is about the peaceful, noise free, wide parking area and not far away from downtown.

Based on the overall data, the customer choose J.Co Donuts Megamall as the most preferred donut shop in Manado City compares to the rest of alternatives. This result already shown in figure 3, it shows that after the customers went to donut shop, they choose J.Co Donuts as the most preferred donut shop among the other alternatives. In all the criterion on this research, cleanliness is the most important criteria that influence preference in choosing donut shop. J.Co Donuts become the most preferred donut shop in Manado City, it supported by the data above that the donut shop are dominated and win in two criteria (food quality and physical environment), tied with Dunkin' Donuts in two criteria (service quality and location), second place at two criteria (cleanliness and price), and never be at the last place or have the lowest score compare to the other two donut shop (Dunkin' Donuts and Dolphin Donuts).

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. Based on six criteria (cleanliness, food quality, price, physical environment, service quality, location), there are top three criteria that has the most influence for consumer of donut shop in Manado city. In the first place and got the highest total score goes to cleanliness. According to the data comparison that developed in pairwise comparison of Analytical Hierarchy Process (AHP), cleanliness became the most preferred criteria for consumer when choosing donut shop in Manado city. Second position of the highest score goes to food quality. Third position is for physical environment. The data shows that cleanliness, food quality and physical environment are the most important thing that influence consumer to choose a donut shop. The rest criteria that are service quality, price and location are not the main things that influence the consumers.
2. Based on the overall result that developed using Analytical Hierarchy Process (AHP), shows that J.Co Megamall become the most preferred donut shop in Manado City by the consumer with score 0.432, followed by Dolphin Donuts Mantos (0,407) and Dolphin Donuts in the last place with score 0,161.

### Recommendation

1. Cleanliness, food quality and physical environment are the most important thing that influence consumer to choose a donut shop particularly in Manado. Therefore, every donut shop in Manado needs to pay attention seriously toward this factor. Consumer will seek a clean place, good quality of the foods, and also with good physical environment.
2. In this research, Dolphin Donuts became the last choice when the consumers want to go to donut shop. Dolphin Donuts only superior in price criteria beside Dunkin' Donuts Mantos and J.Co Megamall. But overall, Dolphin Donuts have low score in the other criteria. So, Dolphin Donuts should improve their donut shop, especially for the criteria which are influenced the consumers the most. Cleanliness, food quality and physical environment of the donut shop, make the customers feel comfortable when they gathering with family or friends.
3. Dunkin' Donuts Mantos and J.Co Megamall as the competitors of Dolphin Donuts, keep the quality of donut shop, still maintains the comfort of the place of the donut shop, and also maybe can consider to adjusting the price so that can be more affordable.

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