ANALYTICAL HIERARCHY PROCESS OF CONSUMER PREFERENCE ON JAPANESE FOOD RESTAURANTS IN MANADO TOWN SQUARE (CASE STUDIES ON ICHIBAN SUSHI, MARUGAME UDON AND TORICO)

PENDEKATAN PROSES ANALITIK HIRARKI TERHADAP PREFERENSI KONSUMEN PADA PEMILIHAN RESTORAN-RESTORAN MAKANAN JEPANG DI MANADO TOWN SQUARE (STUDI KASUS : ICHIBAN SUSHI, MARUGAME UDON DAN TORICO)

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ABSTRACT

There have been Japanese food restaurant which opened its business in Manado City specially in Manado Town Square. This study aim to analyze the most preferred Japanese food restaurant by consumer and to analyze the criteria that influence consumer in selecting Japanese food restaurant. Researcher used Analytical Hierarchy Process (AHP) to compare each Japanese food restaurants in Manado Town Square. Population and sample in this research are people in Manado who have eaten and have experienced the service in Ichiban Sushi, Marugame Udon, and Torico. 80 consumers has surveyed as respondents. The result shows that Ichiban Suhsi is the most preferred Japanese food restaurant by the consumers, followed by Marugame Udon, and Torico. Further, the criteria with the highest influence on consumer in selecting Japanese food restaurant is price. The findings suggests every restaurant in Manado Town Square to focus on their price strategy in order to attract more consumers.

Keywords: analytical hierarchy process, consumer preference, japanese food, japanese restaurant, price

ABSTRAK

Restoran makanan Jepang telah hadir di kota Manado. Sudah banyak gerai restoran makanan Jepang yang membuka usahanya di kota Manado khususnya Manado Town Square. Tujuan penelitian untuk menganalisis restoran makanan Jepang mana yang paling di sukai konsumen dan menganalisa kriteria yang paling mempengaruhi konsumen dalam memilih restoran makanan Jepang. Peneliti menggunakan Analytical Hierarchy Process (AHP) untuk membandingkan setiap restoran makanan Jepang sebagai alternatif. Populasi dan sampel penelitian ini adalah orang di Manado yang pernah makan dan merasakan pelayanan di Ichiban Sushi, Marugame Udon dan Torico. Sampel penelitian sebanyak 80 responden. Teknik sampling adalah purposive sampling. Hasil penelitian ini menunjukan Ichiban Sushi adalah restoran makanan Jepang yang paling di sukai konsumen, diikuti Marugame Udon, dan Torico. Hasil penelitian juga menunjukan kriteria yang memiliki pengaruh tertinggi pada pelanggan dalam memilih restoran makanan Jepang adalah harga. Peneliti menyarankan untuk setiap restoran makanan Jepang di kota Manado khususnya di Manado Town Square untuk fokus pada strategi harga mereka untuk menarik lebih banyak konsumen dalam membeli produk tersebut.

Kata kunci: proses analitik hirarki, preferensi konsumen, makanan jepang, restoan jepang, harga

1. INTRODUCTION

Research Background

The restaurant industry is one of the most competitive industries in the world. As the restaurant industry continues to expand, the issue of service quality has received increasingly more attention. The customer has many choices when dining out in restaurants. The customer is impatient and sophisticated, if the restaurant is not providing service quality and satisfaction, the customer will leave to another restaurant.

Jang, Ha, and Silkes (2009) examined and compared the attributes of six types of Asian foods, namely Chinese, Indian, Japanese, Korean, Thai, and Vietnamese for American customers. They found that taste, edibility, and quality are ranked as the top three among Asian food attributes overall, and that Japanese food was most highly rated among the six types of Asian foods. Food-related attributes have been known as critical factors influencing dining preferences, but other factors also should be identified in further examination of dining satisfaction.

In the ASEAN region, Indonesia is the second largest market for Japanese food, after Thailand. Japanese cuisine has been increasingly popular as the growth of the Indonesians middle-class expecting higher quality foods. This is also contributed to the fact that Indonesia has large numbers of Japanese expatriates. In some cases, Japanese cuisine in Indonesia often slanted to suit Indonesian taste. As the result the foods served there have been adapted to suit Indonesians' taste.

The Japanese Restaurant is now attending in Manado city. That getting adapted Manado's food requirements and growing in this city. Reasonably price and readily available alternative to home cooked food and freshness was determined to be one of the most important food attributes, followed by taste and also cleanliness of a food service was the single most important factor creating customer satisfaction.

It is in terms of Price, atmosphere, taste, comfortable, cleanliness and the variety of product because the consumer has a preference of each of Japanese food restaurant that they visit. Preference in certain circumstances 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 some less desirable option.

Research Objectives

The objectives of this research are;
1. To identify which Japanese Restaurant in Manado Town Square that most choosen by people.
2. To identify what criteria has influence the most in selecting Japanese restaurant in Manado Town Square.

2. THEORITICAL FRAME WORK

Marketing

Marketing is more than any other business function, deals with customers. Perhaps the simplest definition of marketing is managing profitable customer relationship. Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return. Simply put, marketing is the process of building profitable customer relationship by creating value for customer and capturing value return (Kotler, et al, 2012).

Consumer Behaviour

Defined by Schiffman dan Kanuk (2000), Consumer behavior can be defined as the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect will satisfy they needs.

Consumer Decision Making

Consumer decision making is important thing because in understanding consumer decision making, we will understand how consumer make the purchase decision, how process of decision making by consumer from searching until selecting the product or service and also we can know the factors that influence the decision making. Theory by McDaniel, et. al (2011) also can help the marketing managers in several ways.

Consumer Preference

Pyndick and Rubinfield (2001) Describing consumer preferences in such a coherent way given the vast number of services that our economy manages and provides for purchase as well as the diversity of personal taste must come to comparing different groups of item available of service.

Previous Research

Investigating Consumer Preferences in Choosing Vegetarian Restaurants Using Conjoint Analysis by Chia-Hsin Cheng, Shih-Yen Lin, Chia-Ching Tsai (2014). The main purposes of this study are the following: (1) Understanding and evaluating the customers' preferences when selecting vegetarian restaurants. (2) In order to decrease the disease risks and the negative impact on the planet caused by a meat diet, researching ways to encourage consumers to choose vegetarian restaurants.

Analytical Hierarchy Process (AHP) Approach on Consumers' Preferences for Selecting Telecom Operators in Bangladesh, by Md. Nahid Alam, Jafirullah Khan Jebran, Md. Afzal Hossain (2012). This study is empirical tests show that the consumers preferred network criterion as most important criterion, and two telecom operators- Grameen Phone and Airtel under different criterion. Finally, the global weight shows that consumers preferred Grameen Phone most than all other operators.

Understanding American Customer Perceptions on Japanese food and services in the U.S, Hoon Lim (2007).This this study is to provide an appropriate approach for Japanese restaurant operators to identify the wants and needs of their American customers, and thereby assist restaurateurs in developing strategies that would best attract this market. There are many

important attributes of Japanese food and services that affect the satisfaction and behavioral intentions of American customers.

Khatibi, Thiagarajan, and Ismail (2003) Factor Analyzing Consumer Preference Toward McDonald's and A&W in Malaysia, finds that taste was the main determining factors to choose a franchise fast food restaurant. Also confirms that McDonald's is considered as moment leader in fast food restaurant.
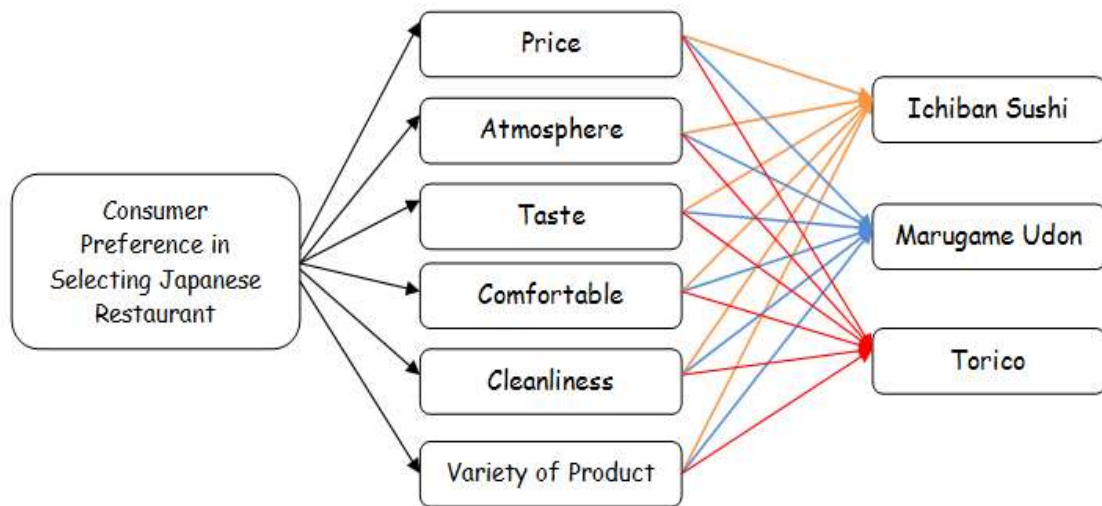
Conceptual Framework

Figure 1.Conceptual Framework
Source : Data Processed 2016

3.   RESEARCH METHOD

Type of Research

In this research will used quantitative methods, the definition from Aliaga and Gunderson (2000) quantitative research is 'explaining phenomena by collecting numerical data that are analyzed using mathematically based methods.

Place and Time of Research

This research will be conducted in Manado city, particularly in Manado Town Square. This research will be held from August until September 2016.

Population and Sample

Population is the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2000). Population in this research are all the consumer of each Japanese Restaurant (Ichiban Sushi, Marugame Udon and Torico) in Manado Town Square. Sample is thus a subgroup of subset of the population (Sekaran and Bougie, 2010). It compromises some members selected from it. By studying sample, the researcher should be able to draw conclusions that generalizable to the population of interest. The sample of this research is all

consumer of Ichiban Sushi, Marugame Udon and Torico, as many as 80 respondents that who has experience the service in those three Japanese restaurants.

Data Collection Method

Primary data is data originated by the researcher specifically to address the research problem. The researcher obtains data from the result of questionnaires that distributed to respondents so they can respond directly while respondents selected by applying convenient sample technique. Secondary data refer to information gathered by someone other than the researcher conducting the current study (Sekaran and Bougie, 2009). The secondary data used in this research is already gathered and taken from books, journals from library and internet. Secondary data in this research were used in the research background, literature review, and research methodology.

Operational Definition of Research Variable

1. Consumer preference (Y) defined as measured in terms of the level of satisfaction from consuming the food and service at Japanese food restaurant.
2. Japanese food criteria (X) is factors of japanese restaurant that influencing people or reason why people want to visit and eat in those restaurant.
3. Alternatives: (1) Ichiban Sushi, (2) Marugame Udon, (3) Torico.

Data Analysis Method and Analytical Hierarchy Process

Taylor (2013) defined the Analytic Hierarchy Process (AHP), develop by Thomas Saaty, is a method for ranking decision alternatives and selecting the best one given multiple criteria. The AHP generates a weight for each evaluation criterion according to the decision maker's pairwise comparisons of the criteria. AHP combines the criteria weights and the options scores, thus determining a global score for each option, and a consequent ranking. The global score for a given option is a weighted sum of the scores obtained with respect to all the criteria. One common scale for AHP (adapted from Saaty) is:

Table 1 Common Scale for AHP (adapted from Saaty)

Preference Level	Numerical Value
Equally preferred	1
Equally to moderately preferred	2
Moderately referred	3
Moderately to strongly preferred	4
Strongly preferred	5
Strongly to very strongly preferred	6
Very strongly preferred	7
Very strongly to extremely preferred	8
Extreme preferred	9

Source: Taylor (2013), Introduction to Management Science 11th Edition

Following is a summary of the mathematical steps used to arrive at the AHP-recommended decision (Taylor, 2013):
1. Develop a pairwise comparison matrix for each decision alternatives (site) for each criterion.
2. Synthesization:
    1. Sum the value in each column of the pairwise comparison matrices.

2. Divided each value in each column of the pairwise comparison matrices by the correspondent column sum-these are the normalized matrices.
3. Average the values in each row of the normalized matrices-these are the preference vectors.
4. Combine he vectors of preferences for each criterion (from step 2c) into one preference matrix that shows the preference for each site for each criterion.
3. Develop a pairwise comparison matrix for the criteria.
4. Compute the normalized matrix by dividing each value in each column of the matrix by the corresponding column sum.
5. Develop the preference vector by computing the row averages for the normalized matrix.
6. Compute an overall score for each decision alternative by multiplying the criteria preference vector (from step 5) by the criteria matrix (from step 2d).
7. Rank the decision alternatives, based on the magnitude on their scores computed in step 6.

4. RESULT AND DISCUSSION

Result

Table 2. Result of AHP of Consumer Preference in Franchise Fast Food Restaurant

Ichiban Sushi	Marugame Udon	Torico
0.3974	0.3248	0. 2276

Source: Data Processed, 2016

The result shows that consumers choose Ichiban Sushi as the most preferred Japanese food restaurant for among all alternatives. Ichiban Sushi have the highest score with 0.3974, followed by Marugame Udon with score 0.3248, and Torico with score 0.2276. In general, the degree of consistency is satisfactory (acceptable) if consistency ratio < 0.10. The consistency ratio of this result is 0.04, it means the data comparison in this result is valid and consistent.

Table 3. Result of the overall criteria

Price	Atmosphere	Taste	Comfortable	Cleanliness	Variety of Product
0,2684	0,2582	0,2526	0,0925	0,0993	0,0288

Source: Data Processed, 2016

It shows that price get the highest score within 0,2684, means price is the factor that influence the most consumer in choosing Japanese Food restaurant in Manado Town Square, following by atmosphere's score 0,2582 with taste score is 0,2526 then cleanliness score is 0,0993, comfortable 0,0925, and last the Variety Of Product score is 0,0288. Generally, the degree of consistency is satisfactory or acceptable if consistency ratio ≤ 0,10. The consistency ratio of this result is 0,06 that means the comparison data is valid and consistent.

Discussion

Result of AHP of consumer preferred japanese food restaurant

Using all the criteria the result of data analysis shows that consumer choose Ichiban Sushi as the most preferred japanese food restaurant in Manado. The second highest preferred by consumer is Marugame Udon and followed by Torico as the less preferred. The reason Ichiban Sushi being the highest preferred by consumers are that restaurant has the highest score in three criteria all of six criteria.

Pairwise Comparison for the Main Criteria Analysis

The result of analysis shows that price is the most preferred criteria in selecting Japanese food restaurant followed consecutively by atmosphere, taste, comfortable, cleanliness, and variety of product. Price became the highest influence criteria because people have look for an affordable price when they want to eat in japanese food restaurant. The respondents in this research mostly are college students and who mostly visit or eat in japanese food restaurant are young consumers. College student got money from their parents especially with college students who live in dormitory. It makes college student thinks wisely to using their money for eat in franchise fast food restaurant and look for a cheaper price.

5. COCLUSION AND RECOMMENDATION

Conclusion

Different person can perceive the preferences about the perception, there is 2 point explanation from all the research results ;
1. The Japanese food Restaurant, Ichiban Sushi is the most preferred and choosen by consumer following consecutively by Marugame Udon and Torico. Specifically, it will assist the restaurant operators in identifying areas needing improvement operationally as well as suggesting a direction for marketing strategy. In effect, it will assist Japanese restaurants in gaining a competitive edge as well as becoming even more popular in Manado City.
2. Price is the most preferred among the six criteria for choosing Japanese Food Restaurant and following by atmosphere and taste, that get the second preferred by consumer, then cleanliness, comfortable and variety of product. From all of criteria, it suggests restaurant operators need to understand consumer preference of Japanese restaurants, and identify the essential attributes of Japanese food and services that influence customer satisfaction and behavioral intention.

Recommendation

There is some recommendation from the result findings on this research for Japanese Food Restaurants in Manado Town Square needs more hardworks to compete by arranging strategies such as;
1. Marugame Udon and Torico must improve their performance regarding the criterion that became their weakness because Ichiban Sushi almost dominates all of criterion that make Ichiban Sushi be able to attract more consumer visit the restaurant.

2. Price more dominant and important in selecting the Japanese Food Restaurant in manado Town Square, considered by the respondents tthat influence their choose. Every Japanese Restaurant particulary have to pay attention toward this factor, for consumer wherever they will seek for an affordable price when they want to eat in. Good price is crucial for a restaurant to keep their consumer.

3. Atmosphere and taste is the second important criteria based on this research. Because atmosphere is the one can get more people seeking for a enjoyable place and taste if thats good or delicious taste that match for people in manado's mouth, it will be a good recommendation for people.

4. Since the consumers' preferences, needs and demands will always change, the manager or the owner should keep conducting a market research, do some market observations, or re-evaluate the menu in order to know what the consumers' preferences are from time to time.

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