

MENGEVALUASI ATRIBUT PELAYANAN MAKANAN RESTORAN PONDOK HIJAU

By:

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Abstract: This study aims to know the importance and performance of Food Service Attributes in Pondok Hijau Restaurant. Respondents in this study amounted to 100 customer who visits this restaurant. Using Importance and Performance Analysis (IPA). The results of this study shows that Service is located in quadrant I (Concentrate Here). This means that this attribute is perceived to be importance to customer and the performance level are fairly low. Employee, Freshness and Design and Decor are located in quadrant II (Keep up the good work). Attributes that located in Quadrant II means that it has a high importance to the customer and the company also achieves high performance according to the customer. Appearance and Variety are located in quadrant III (Low Priority), this means that the two attributes are not really importance for the consumer and at the same time also has the low performance level. Presentation and Cleanliness are located in quadrant IV (Possible Overkill), it means this contains attributes of low importance, but where performance is relatives high. The importance low because consumer think that the Presentation and Cleanliness is not really matter. Pondok Hijau should consider which attributes need to be developed or which attributes need to keep the performance based on the result in quadrant, so the consumer will satisfy with the resto.

Keywords: food service attributes, importance and performance analysis, restaurant.

Abstrak: Penelitian ini bertujuan untuk mengetahui urgensi dan kinerja Food Service Attributes di Rumah Makan Pondok Hijau. Responden dalam penelitian ini berjumlah 100 pelanggan yang berkunjung ke restoran ini. Menggunakan Importance and Performance Analysis (IPA). Hasil penelitian ini menunjukkan bahwa Service berada pada kuadran I (Concentrate Here). Ini berarti bahwa atribut ini dianggap penting bagi pelanggan dan tingkat kinerjanya cukup rendah. Karyawan, Kesegaran dan Desain dan Dekorasi berada di kuadran II (Pertahankan pekerjaan yang baik). Atribut yang berada pada Kuadran II berarti memiliki kepentingan yang tinggi bagi pelanggan dan perusahaan juga mencapai kinerja yang tinggi menurut pelanggan. Penampilan dan Ragam berada pada kuadran III (Prioritas Rendah), artinya kedua atribut tersebut tidak terlalu penting bagi konsumen dan pada saat yang sama juga memiliki tingkat kinerja yang rendah. Presentasi dan Kebersihan berada di kuadran IV (Possible Overkill), artinya ini mengandung atribut yang tidak terlalu penting, tetapi kinerjanya relatif tinggi. Pentingnya rendah karena konsumen menganggap bahwa Presentasi dan Kebersihan tidak terlalu penting. Pondok Hijau harus mempertimbangkan atribut mana yang perlu dikembangkan atau atribut mana yang perlu dipertahankan kinerjanya berdasarkan kuadran hasil, sehingga konsumen akan puas dengan resto.

Kata Kunci: atribut layanan makanan, analisis kepentingan dan kinerja, restoran.

INTRODUCTION**Research Background**

Restaurant is not only emphasizing food as the main product, but also sell the service delivery of the employees as well. Service quality and customer satisfaction are inseparable factors in marketing factors, particularly in restaurant industry. Service quality in restaurant industry is derived from the customer's evaluation of the restaurant service quality after comparing between their expectation and actual experience during their visitation in restaurant (Chow et al., 2007). According to Suryawan and Dharmayanti (2013), customer satisfaction is determined by customer perceptions of product or service performance in meeting customer expectations. Customers will be satisfied if their expectations are met or will be very satisfied if their expectations are exceeded.

Good service, hospitality and manners are ethics that strongly support customer satisfaction, the waiter should also always give a smile to every guest who comes to the restaurant. Because by displaying greetings to guests will attract the attention of guests, this way is very simple and not troublesome. The waiter should also say a typical welcome greeting from the area for example when guests are in the restaurant. In addition to creating a comfortable atmosphere, the cozy place is very supportive to create the appetite of the guests. Some of the problems faced by waiters such as limited amount of equipment and tableware available at certain times such as high season and breakfast, the shortage is very felt to interfere with the ongoing service process. The limited number of menus owned by the restaurant, thus hindering the implementation of taking orders when guests who come in large numbers or together time. Service delays in the presentation of the menu caused by the restaurant staff because of the frequent waiting for other orders to come make long-time guests receive orders. Waiters do not master the knowledge of the menu sold in the restaurant, so if the guest wants to get an explanation about the food, the answer received by the guest is not satisfactory.

Pondok Hijau is a restaurant that was established in 2014. It is located in Mapanget, North Minahasa, quite close to the International Airport of Sam Ratulangi Manado, approximately 1 km. Meanwhile, from downtown Manado to this restaurant is only about 5 km. Apart from serving a variety of culinary delights, Pondok Hijau's location also presents an unusual view compared to other restaurants. The scenery is filled with greenery, water gymnastics and the cool air atmosphere add to the appetite of anyone who visits. Pondok Hijau Restaurant was also visited by the number one person in Indonesia in 2015 on a working visit to North Sulawesi. There is a kind of trend that eating and drinking behavior in restaurants is not only to fulfill hunger needs, but has become a kind of lifestyle in itself. Pondok Hijau Restaurant is a place to meet and socialize with acquaintances or family, build business relationships, even for certain consumer groups, eating and drinking behavior in restaurants gives its own prestige to consumers. This trend is more or less triggered by changes in lifestyles and more modern consumer tastes, making the restaurant an attractive place to conduct meetings both in the business and non-business world and talk about a restaurant or restaurant such as Pondok Hijau is no longer a place to meet the needs of eating but also meet the demands of a modern lifestyle.

An important step in determining a service company to be superior, one of which is to be able to provide quality services. Companies are required to continue to make improvements, especially on factors that affect customer satisfaction, such as food quality, service quality, and the physical environment. Based on the results of previous research, it indicates that there are three independent variable research gaps, namely food quality, service quality, and physical environment that affect customer satisfaction. Research conducted by Anjarsari, Suprapti, and Sukaatmadja (2018) shows that food quality, service quality, and physical environment have a positive and significant impact on customer satisfaction. Satisfaction also has a positive and significant effect on behavioral intention, in contrast to research conducted by Riyani (2016) which shows that food quality variables have a negative and insignificant effect on customer satisfaction, service quality variables have a positive and significant effect on brand image, service quality variables negative and insignificant effect on customer satisfaction, physical environment has a negative and insignificant effect on customer satisfaction and brand image has a negative and insignificant effect on customer satisfaction. Therefore it is necessary to have further research because of the research gap in previous research.

Research Objective

There are some objectives that would be achieved through this research, which are:

1. To know the importance of Food Service Attributes in Pondok Hijau Restaurant.
2. To know the performance of Food Service Attributes in Pondok Hijau Restaurant.

Marketing

Marketing management as the analysis, planning, implementation and control of programmes designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives (Kotler, 1996).

Food Quality

Were the description of reliability is translated as “food quality” in the restaurant industry, which mean the restaurant must consistently and dependably represent the food with appropriate freshness, temperature, taste, and presentation (Namkung and Jang, 2007; Liu and Jang, 2009).

Food Service Attributes

Gathered and categorized the specific attributes mentioned in the relevant literature of Liu and Jang (2009).

Service Quality

In the service literature, service quality is defined as results of customer’s subjective evaluation from their comparison between expectations and perceived performance of service provider (Parasuraman et al., 1988).

Physical Environment Quality

Restaurant literature supports this notion as various aspects of the physical environment influence customer satisfaction and consequent return intentions by acting as tangible cues shaping the evaluation of restaurant (Namkung and Jang, 2007; Ryu and Han, 2010; Susskind and Chan, 2000).

Previous Research

Mireille Serhan and Carole Serhan (2019) determined different food service attributes that have an impact on customers’ overall satisfaction at a rural university cafeteria. Over 5 weeks, 676 cafeteria users, including academics, staff, and students, were selected through convenience sampling. They completed an anonymous-designed survey with closed questions (n=29) assessing quality of food and beverages, quality of service and setting, and satisfaction with food service attributes. In order to measure the existence and degree of significant relationships between different research variables, Pearson correlation coefficients were employed to analyse the data. Means of scores and frequencies were calculated. Results indicated that customers’ satisfaction with different service attributes was above average. All service attributes had a significant and positive effect on the overall satisfaction.

Sohyun Bae, Lisa Slevitch, and Stacy Tomas (2018) examined the interrelationship among restaurant attributes (including food, service, and physical environment), satisfaction and return patronage intentions with a focus on solo diners’ experiences. A web-based survey was conducted to collect data from solo diners who resided in the United States. The findings showed that perceived quality of food, service, and physical environment were positively related to solo diners’ satisfaction. Satisfaction mediated the relationships between three service quality components and return patronage intentions. Additionally, perceived food quality had a direct positive effect on return patronage intentions of solo diners

A. Akhil and M. Suresh (2021) developed service quality assessment framework for restaurants using Multi-Grade Fuzzy (MGF) approach. Assessing the service quality would help the restaurants to understand their current position and capabilities. The overall Service Quality Index (SQI) was calculated as 5.5 which indicate that the case restaurant is ‘generally service quality focused’. To identify the weaker attributes an Importance Performance Analysis (IPA) was conducted. The results found that weaker dimensions of the case restaurant are service staff must consider the needs of the customer, comfortable seats in dining room, customers’ needs to be felt valued by the service staff, accurate billing, getting the customer feedback of the experience, maintaining speed and quality of service during busy times. This framework enables restaurant managers to identify their current service quality level and focus on weaker attributes to improve their service quality.

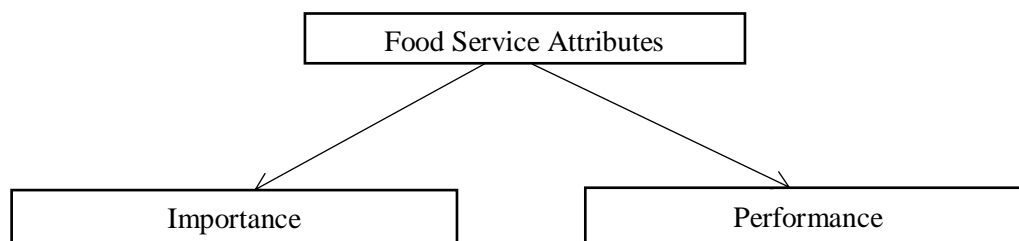


Figure 1. Research Framework
Source: Theoretical Review (2021)

RESEARCH METHOD

Research Approach

This research is the descriptive study with a quantitative approach. The term descriptive research refers to the type of research question, design and data analysis that be applied to a given topic (Knupfer and McLellan, 2001).

Population, Sample Size, and Sampling Technique

The population in this research was 100 customers that have visited Pondok Hijau Restaurant. The sampling technique used in this study is Purposive Sampling, namely the sampling technique based on certain considerations (Sugiyono, 2010). Where people are sampled according to the criteria determined by the researcher, namely respondents who are customers of Pondok Hijau Restaurant.

Data Collection Method

The data collected in this research is derived from two ways, primary and secondary data. The primary data used is collected by distributing questionnaires to the customers of Pondok Hijau Restaurant. A questionnaire is a pre-formulated written set of questions to which respondents record their answer (Sekaran, 2003).

Data Analysis Method

Data analysis method used in this study are Using Excel Software 2013 version to interpret the questionnaires, while another analysis method will be shown as Validity Test and Reliability Test.

Validity Test

Validity test is the measurement tool that is used to get the data is valid. Validity is extent to which a construct measures what it is supposed to measure. According to Borsboom, Mellenbergh, and Van Heerden (2004), validity is a property of tests: A valid test can convey the effect of variation in the attribute one intends to measure. Validity test can be done with SPSS application. If the value is over 0.5, the data is valid.

Reliability Test

Reliability test is established by testing for both consistency and stability of the answer of questions. Reliability is determined by repeatedly measuring the construct of variable of interest. The higher the degree of associations between the scores derived through this repeated measurement, the more reliable the scale (Malhotra and Peterson 2006). Reliability test is done by looking at the Croanbach Alpha value with the 1limitation as follows;

- If reliability coefficient (alpha) closer to 1 means very good
- If reliability coefficient (alpha) > 0.8 means good
- If reliability coefficient (alpha) <0.6 means not good or in other words the measurement being done is not consistent or reliable

Importance and Performance Analysis

This technique was first proposed by Martilla and James in 1977 stated that Importance and Performance analysis has been found to be a useful technique for evaluating the elements of a marketing program. Slack (1994)

examines how the matrix can be modified to reflect managers' perceived relationships between "importance", "performance" and "priority for improvement".

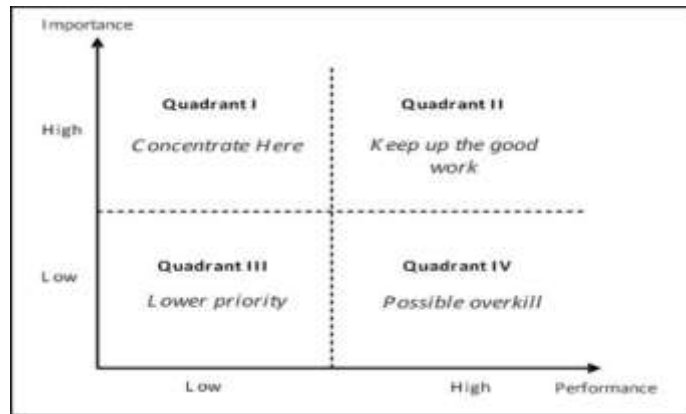


Figure 3. Importance Performance Analysis Matrix
 Source: Slack (1994)

RESULT AND DISCUSSION

Result

Validity Test And Reliability Test

Table 1. Validity Test

		AVERAGE IMPORTANCE	AVERAGE PERFORMANCE	AVG IMPORTANCE AND PERFORMANCE
AVERAGE IMPORTANCE	Pearson Correlation	1	.490**	.855**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
AVERAGE PERFORMANCE	Pearson Correlation	.490**	1	.872**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
AVG IMPORTANCE AND PERFORMANCE	Pearson Correlation	.855**	.872**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output 2021

Table 1 shows that the correlation index is greater than 0.3 and below the significance level of 5% therefore, the data is considered as valid. If the data is not valid, researcher have to consider more to the data tabulation and needs to find out what caused the data is not valid, and needs to recover it very soon. The valid data allowed the researcher to continue the research to the next step which is reliability test and then Importance and Performance method.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.886	3

Source: SPSS Output, 2021

Table 2 shows that Alpha Cronbach is 0.886 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable. 0.886 of Cronbach's Alpha is processed by the questionnaire tabulation and then convert the data through SPSS. With the final result that shows the instrument is reliable in this research.

Importance and Performance Analysis

Table 3. Attributes, Importance Mean, Performance Mean, Quadrant

Attributes	Importance Mean	Performance Mean	Quadrant
Presentation	4.11	4.13	IV
Freshness	4.28	4.25	II
Variety	4.21	4.05	III
Employee	4.65	4.19	II
Service	4.26	3.99	I
Appearance	4.07	3.76	III
Cleanliness	3.94	4.08	IV
Design and Décor	4.3	4.13	II
AVERAGE	4.22	4.07	

Source: Data Processed, 2021

Table 3 shows that the importance of Employee had the highest mean which is ($y = 4.65$) come after that Design and Decor ($y = 4.3$) followed by Freshness ($y = 4.28$) Service ($y = 4.26$) Variety ($y = 4.21$) Presentation ($y = 4.11$) Appearance ($y = 4.07$) and the lowest is Cleanliness ($y = 3.94$). Meanwhile the performance of Freshness had the highest mean ($x = 4.25$) followed by Employee ($x = 4.19$) Presentation and Design Decor ($x = 4.13$) Cleanliness ($x = 4.08$) Variety ($x = 4.05$) Service ($x = 3.99$) and the lowest is Appearance ($x = 3.76$).

A positive (+) gap will be obtained if the perception score is greater than the expected score, whereas if the expectation score is greater than the perception score, a negative (-) gap will be obtained. The higher the expectation score and the lower the perception score, the bigger the gap. If the total gap is positive, the customer is considered very satisfied with the company's services. Conversely, if not, the gap is negative, then the customer is less / dissatisfied with the service. The smaller the gap the better. In this study the performance score is smaller than the importance score, meaning that customers are less satisfied with restaurant services. Usually companies with a good level of service will have a smaller gap (Irawan, 2002).

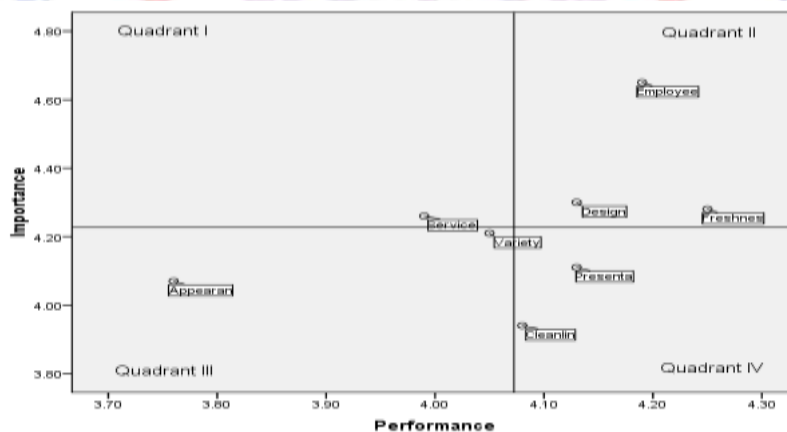


Figure 5. Data Plotting

Source: SPSS Output 2021

Cartesian diagram is a shape divided into four parts which are bounded by two lines that intersect perpendicular to the point (X, Y) where X is the average level of implementation or customer satisfaction of all factors or attributes and Y is the average of the average score. The average level of importance or expectation of all factors that affect customer satisfaction. After getting the point of the quadrant division axis in $y = 4.22$ and $x = 4.07$, the next step is to plot the point (x and y) of each attributes into Cartesians graph as shown in Figure 5. The interpretation as follows:

1. Quadrant I

The result of analysis can be seen in Figure 5 Service is located in quadrant I (Concentrate Here). This means that this attribute is perceived to be importance to customer and the performance level are fairly low.

2. Quadrant II

The result of analysis can be seen in Figure 5 Employee, Freshness and Design and Decor are located in quadrant II (Keep up the good work). Attributes that located in Quadrant II means that it has a high importance to the customer and the company also achieves high performance according to the customer.

3. Quadrant III

The result of analysis can be seen in Figure 5 Appearance and Variety are located in quadrant III (Low Priority), this means that the two attributes is not really importance for the consumer and at the same time also has the low performance level.

4. Quadrant IV

The result of analysis can be seen in Figure 5 Presentation and Cleanliness are located in quadrant IV (Possible Overkill), it means this contains attributes of low importance, but where performance is relative high. The importance low because consumer think that the Presentation and Cleanliness is not really matter.

Discussion

The attributes that used in this study adopted from previous research of Ha and Jang (2013) that argued that restaurant attributes are associated with food, service and the environment. Bujisic, Hutchinson, and Parsa (2014) suggested that food, service and ambiance are three common restaurant attributes. Given the importance of the quality attributes of restaurants, the specific attributes of food quality, service quality and ambiance quality have been investigated in previous studies. This study has considered all those attributes which come from theories, books, journal and other supporting sources in constructing this research. These attributes become the foundation of questionnaires used to collect the data. The collected data are scored with the Likert scale and are then tabulated and analyzed with Importance and Performance Analysis. The result of this research shows the importance of the attributes to the customers and how well the performance of Pondok Hijau Resto is according to the customers' satisfaction as seen on the quadrant.

The table showed Importance's mean values of each attributes and Performance's mean value of the same attributes. The mean values of Importance and Performance used to determine the meeting point in the matrix as Importance represented by Y axis and Performance represented by X axis. The meeting point of Y and X each attributes the determined where to place the attributes among 4 quadrants in IPA matrix. Therefore the result shows that Freshness, Design and Employee are very importance to consumer compare to others indicators. The followed by Service which is relatively importance to consumer, afterwards Variety, Appearance, and the last Cleanliness and Presentation has the low level of importance in customers mind based on the data plotting. While in term of performance, Freshness, Design and Employee has a high level of performance compared to the other attributes. Then followed by Service, Variety, Appearance, and the last Cleanliness and Presentation based on all customer of Pondok Hijau Resto.

1. Quadrant I.

Service is located in quadrant I (Concentrate Here) considered relatively high in importance level but the performance level is low. Low performance due to employees who may be slow enough to serve customers at certain tables or the food ordered to arrive at the table takes a long time. Pondok Hijau Resto should consider to this attribute, evaluate what it is need in order to increase the performance and make consumer satisfied. They should take action in make service as consumer expected. With an energetic posture the work will be the faster it is resolved. Waiter job demanding to do the job quickly and right. Speed that is an ability to service ones fast (responsive).

Service is a part or sequence that occurs in direct interaction between someone with another person or machine physically and supply customer satisfaction. Service quality in restaurant industry is derived from the customer's evaluation of the restaurant service quality after comparing between their expectation and actual experience during their visitation in restaurant (Chow et al., 2007). Restaurant is not only emphasizing food as the main product, but also sell the service delivery of the employees as well. Service quality and customer satisfaction are inseparable factors in marketing factors, particularly in restaurant industry.

2. Quadrant II.

Employee, Design, and Freshness located in quadrant II (Keep up the good work) it means that the three attributes are perceived to be very importance to consumer and at the same time has the highest performance level. It is a sign that these attributes had affected most of customer. This attribute should be maintained as an advantage of the company in the eyes of consumers. A polite and friendly attitude is the main capital which a

waiter should have. This attitude especially useful when serving guests eating and eating drink. Friendliness of employees can be interpreted as an effort to fulfill needs and consumer desires and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2004).

Talking about design, some people will have that perception different. Design can also mean creating physical form from a mental image. Which means that the design is an activity, a planning process with a very purpose or an outcome mean. Not only that, design also has meaning to create physical form from someone's thinking. Not only providing food and beverage services, but also the restaurant must be able to provide a comfortable atmosphere, one of which is through interior design. The atmosphere in a restaurant can be effective with the help of design causes the perception of guests can be built through the interior design in the restaurant. Restaurant managers must be able to make the atmosphere of their restaurant comfortable with the restaurant design and not only in terms of service and aspects food and drink only so that customers can feel satisfied and will come back to the restaurant.

Freshness is one of the quality factors that need to be focused by the management team in the food industry in order to serve their customer at the right standard of quality required. As mentioned by Peneau et al., (2006), freshness refers to the crispness, juiciness, and aroma of the food. It is therefore an important attribute to be learned by all parties who are involved in the food industries such as cruise ships, themed restaurant, food courts and many others in order to satisfy the need and wants of their customers. Cardello and Schutz (2002) argued that the taste of the food was found to be the most important driver of purchase interest, with freshness having equal importance to such factors as convenience, healthfulness, and retail source and assess the factors that contribute to the concept of food freshness and the relative importance of freshness to other product variables. People also rated their purchase interest for 28 food product concepts that varied in taste, price, healthfulness, safety, freshness, convenience, retail source, and brand type scientists. Food industry professionals, and the public would all agree that "freshness" is a critical variable that affects the overall quality and acceptability of a food and that preserving freshness should be a primary objective throughout the food production and distribution chain.

3. Quadrant III.

Variety and Appearance are located in quadrant III (Low Priority). These two attributes have a low level of importance to the consumer and at the same time also have a low level of performance because there is no availability of the menu that the customer likes, same with customers can't recognize the waiters in the restaurant because the waiters do not wear uniforms so that performance level and importance level is low.

The appearance of a waiter will determine the quality and etiquette of the service that will be provided to guests. Therefore, employees who are in charge of providing services directly to guests, are always required to have a neat and attractive appearance. Dress neatly, appropriately, and properly. If using uniform then it must be used as should be. The clothes used must be clean and neat because it will affect your appearance the waitress herself. Recent studies on menu planning examine variables such as menu item selection process and criteria, menu changes and variety, Creativity presentation and menu item innovation. Those studies primarily assume that menu planning is a critical managerial activity to the success of restaurant firms (Ozdemir and Caliskan, 2014).

4. Quadrant IV.

Cleanliness and Presentation are located in quadrant IV (Possible Overkill). It means this contain attributes of low importance, but where performance is relative high. In this case cleanliness and presentation not really importance for the consumer but they keep doing the best that is why the indicators has a high performance. According to Barber and Scarcelli (2010), cleanliness is an important component of the whole physical environment and influence customer rating of experience service. Restaurant provides food to be enjoyed by customers and cleanliness at the restaurant is also a factor quality determination for consumers. Because restaurant, cutlery and restaurant environment clean will make consumers feel comfortable and confident in the quality assigned by them to the restaurant. Thing this is also supported by Saha (1989) revealed that cleanliness has direct relationship to quality which can be seen from how workers maintain, care and clean environment.

Presentation is the process of offering the selected foods to guests in a fashion that is visually pleasing. Producing food means making food look good, as well as tasting good. It means the placement, the color, and temperatures have to be correct and functional. All great plate presentation takes skill, experience, and style. Presentation is associated with how the food is being prepared and presented to the customers. It is a part of tangible cue and by successfully presenting a good-looking and well-decorated food can stimulate the customer perception of quality. Zellner et al. (2014) stated that how attractively food is plated can affect liking for the

flavor of the food and could be used to increase acceptance of “healthy” foods. When the food is well presented, it may catalyze the feeling and mood towards consuming the food. Consequently, it will help to create a good relationship and emotional attachment between customer and the server of the food. Deroy et al (2014), presentation or plating of food should not be seen merely as decoration, but as an integral part of the multisensory eating experience. Plating has become central to the eating experience, and should now be recognized both as a drive to the culinary creation and central to the reception of a dish. Presentation of the food actually is about how the consumer perceived the value of the product physically or internally (ingredients). Physically, the product may be perceived as good quality if it is presented with attractive packaging or informative labeling about the product. Internally, food may be associated with quality if the ingredients are in a complete mixture of necessary raw materials.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The conclusions of this research, this research has identified 8 attributes of Pondok Hijau Resto, namely: Presentation, Freshness, Variety, Employee, Service, Appearance Cleanliness and Design. The conclusions drawn from this research are as follows:

1. Quadrant I. Service is located in quadrant I (Concentrate Here). This means that this attribute is perceived to be importance to customer and the performance level are fairly low.
2. Quadrant II. Employee, Freshness and Design and Decor are located in quadrant II (Keep up the good work). Attributes that located in Quadrant II means that it has a high importance to the customer and the company also achieves high performance according to the customer.
3. Quadrant III. Appearance and Variety are located in quadrant III (Low Priority), this means that the two attributes are not really importance for the consumer and at the same time also has the low performance level.
4. Quadrant IV. Presentation and Cleanliness are located in quadrant IV (Possible Overkill), it means this contains attributes of low importance, but where performance is relative high. The importance low because consumer think that the Presentation and Cleanliness is not really matter.

Recommendations

By looking in the discussion and the result of the research, some recommendations have been made as listed below:

1. Pondok Hijau should consider which attributes need to be developed or which attributes need to keep the performance based on the result in quadrant, so the consumer will satisfy with the resto.
2. Identify what is needed to make a change in order to make a progress developing of the action in these attributes to make better result in food service attributes performance in order to meet the customer purchase decision.
3. Restaurant managers must be able to make the atmosphere of their restaurant comfortable with the restaurant design and not only in terms of service and aspects food and drink only so that customers can feel satisfied and will come back to the restaurant.

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