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**ANALYZING RESTAURANT ATTRIBUTES OF K8 COFFEE HOUSE AND RESTO IN  
MANADO USING IMPORTANCE PERFORMANCE ANALYSIS****MENGANALISA ATRIBUT RESTORAN DARI RUMAH KOPI K8 DAN RESTORAN  
DI MANADO MENGGUNAKAN ANALISIS KEPENTINGAN DAN KINERJA**

By

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**Abstract:** Restaurant business is growing in line with the customer's needs, wants and demands. The restaurant business has become a business that have concept of ambience, selling, menu and packaging, and also service. This research aims to analyze the restaurant attributes of K8 Coffee House and Resto Manado. Restaurant Attributes has four indicators namely ambience, menu, food quality and service quality. This is a quantitative descriptive research and used IPA as the measurement tool. The sample size of this research is 100 respondents who already visited the K8 Coffee House and Resto. Convenience sampling was used by collecting data through online questionnaire. The result revealed that food quality is located in Quadrant II that indicated a high level of importance and good performance. In Quadrant I, there is ambience which have high importance but the level of performance is lower. Meanwhile, service quality is located in Quadrant III which means this attribute is not too important to the customers and the company deliver low performance. And the last is Menu that located in Quadrant IV. This attribute has low importance to the customers but high performance which means this attribute could be the strength of K8 Coffee House and Resto Manado.

**Keywords:** restaurant attributes, importance and performance analysis.

**Abstrak:** Bisnis restoran berkembang karena adanya kebutuhan, keinginan dan permintaan dari pelanggan. Bisnis restoran menjadi bisnis yang memiliki konsep, apakah itu konsep suasana, penjualan, menu dan kemasan, dan juga pelayanan. Penelitian ini bertujuan untuk menganalisa atribut restoran dari K8 Coffee House and Resto Manado. Atribut restoran memiliki 4 indikator seperti suasana, menu, kualitas makanan dan pelayanan. Jenis penelitian ini adalah deskriptif dengan pendekatan kuantitatif dan menggunakan analisa kepentingan dan kinerja sebagai alat pengukur. Ukuran sampel pada penelitian ini adalah 100 responden yang sudah pernah mengunjungi K8 Coffee House and Resto Manado. Penelitian ini menggunakan convenience sampling dengan menggunakan data lewat kuisioner online. Hasil dari penelitian ini mengungkapkan bahwa kualitas makanan berada di Quadrant II yang berindikasi tingkat kepentingan yang tinggi dan kinerja yang baik. Quadrant I terdapat suasana yang memiliki tingkat kepentingan yang tinggi tapi kinerja yang rendah. Sementara itu, kualitas pelayanan terdapat di Quadrant III yang berarti atribut ini tidak terlalu penting dan perusahaan memberikan pelayanan yang rendah. Menu terdapat di Quadrant IV. Atribut ini memiliki tingkat kepentingan yang rendah pada pelanggan tapi memiliki tingkat kinerja yang tinggi yang berarti atribut bisa menjadi kekuatan dari K8 Coffee House and Resto Manado.

**Kata kunci:** atribut restoran, analisa kepentingan dan kinerja.

## INTRODUCTION

### Research Background

Nowadays, drinking coffee at the coffee shop has become a new trend of Indonesian society, not just drinking coffee, but the coffee shop is a place for spend the free time and to relax with friends and family. Coffee shop also can be a destination for specific activities, such as meeting with a client, as a place for socialization, or as a place of learning for the students. The initial concept of coffee shops that only sells coffee has expanded meaning. Now, coffee shop not only sells coffee but also sell many variant menu from appetizers, main meals and desserts, and also provides an atmosphere that makes the customer feel comfortable to stay longer at the coffee shop. The development of coffee shop is rapidly increasing that makes competition of business people, company is required to move faster in terms of attracting consumers.

Restaurant business is growing in line with the customer's needs, wants and demands. The restaurant business has become a business that have concept of ambience, selling, menu and packaging, and also service. The attributes in restaurant have different characteristic that become one of the attractions for consumers. The customers sometimes are confused in choosing which one to visit since all the restaurants that exist are quite the same. What makes the entire restaurant different are the attributes such as ambience, menu, food quality and service quality that the restaurant provides.

Restaurant Attribute is an important role to attract the attention of consumers. Koo (2003) suggested that the restaurant attribute is also important to notice related to customer loyalty. According to Bitner (2010) restaurant attribute may cause change to a consumer behavior to do unplanned purchases. It is based on the assumption that the physical services provide an environment that influence consumer behavior, environmental characteristics associated with the physical consumption. According to Sopiah (2008), restaurant attribute is the personality of the restaurant, which describe what is seen and perceived by consumers to the restaurant. In addition, restaurant attributes are defined as the set of features (product and service).

A coffee shop that is the most frequent visited by many people at this time is Rumah Kopi K8. Rumah Kopi K8 established in 2010 with old vintage atmosphere, taste of typical coffee, and traditional cakes. But, urban consumer needs more from Rumah Kopi K8. Restaurants have become one of the best designed facilities because dining today has become fashionable and customers expect to have outstanding environment when they visit restaurants (Sabherwal, 2011). By seeing the state of it, K8 Coffee House & Resto is trying to provide a comfortable, relaxing, clean, and modern place and many variant menus with affordable price, but still does not eliminate the traditional concept.

### Research Objective

To analyze:

1. The importance of K8 Coffee House & Resto's Attributes
2. The performance of K8 Coffee House & Resto's Attributes

## THEORETICAL FRAMEWORK

### Marketing

Marketing is about identifying and meeting human and social needs. Kotler and Keller defined marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customer and for managing customer relationship in ways that benefit the organization and its stakeholder (Kotler and Keller, 2009). Marketing is also defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. (Kotler, Armstrong, Saunders, and Wong, 1999). A social definition shows the role of marketing in society which is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services value with others. A managerial definition shows the role of marketing in managers point of view as managers sometimes think of marketing as the art of selling products.

### Restaurant Attributes

Sopiah (2008), restaurant attribute is the personality of the restaurant, which describe what is seen and perceived by consumers to the restaurant. In addition, restaurant attributes are defined as the set of features

(product and service). By aggregated both together, it will describe the restaurant image are one of the variables that affect customer retention practice of fine dining restaurants (Eliwa, 2006; Wall and Berry, 2007; Kim, 2013).

Restaurant image is a consumer's perception of a store based on a distinctive characteristic which can be easily compared with others (Kim, 2013). The image of a restaurant will affect the customer's choice when choosing which restaurant to patronize, as it helps them determine which restaurant fulfills their needs and subsequently encourages their revisits (Eliwa, 2006).

Harrington, Ottenbacher and Way (2013) mentioned that, it was not surprisingly if good food has consistently been shown as a basic criterion for choosing a restaurant. In addition, good service and a pleasant setting are also important attributes in a full-service restaurant. While food quality is commonly depicted as the most important factor influencing repeat purchase intentions in full-service restaurants, waiting-time has been shown as a critical attribute in quick service restaurants (Baker, 2010).

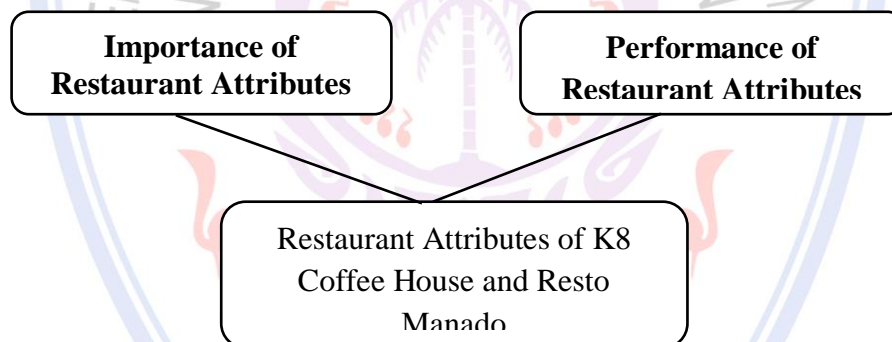
### Previous Research

Assessing on Accessibility and Restaurant Attributes towards Customer Retention by Muhamad, Zaireen, and Ngah (2015) aims to apply the restaurant attributes dimensions to test whether the dimensions would reflect the characteristics of the restaurant, and eventually impacted on the restaurants' customers' retention.

The effect of restaurant attributes on customers' expectations and experiences by Mhlanga, Hattingh and Moolman (2014) aims to assess restaurant attributes that are important for customers' expectations and experiences and determine which restaurant attributes had a significant relationship with customers' expectations and experience.

The influence of restaurant attributes on customer satisfaction by Ms. Charlet Christina A.R (2015). The researcher finds that food, ambience, washrooms, parking and staff service of a restaurant influences the level of satisfaction of a customer.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2017*

## RESEARCH METHOD

### Type of Research

The type of this research is descriptive research with quantitative approach. The method used in this research is Importance and Performance Analysis (IPA).

### Place and Time of Research

This research was conducted in Manado from June to August 2017.

### Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population of this research is all customers of K8 Coffee House & Resto Manado. The sample size of this research is 100 and used convenience sampling.

### Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary collected by researchers to answer the research questions. The researcher collected the primary data from the result of questionnaire. The questionnaires are distributed to respondents through the internet so they can respond directly on the online questionnaires.

### Operational Definition of Research Variable

#### Restaurant Attributes

Ambience: comfortable atmosphere in restaurant that makes an impression on people who visit the restaurant

Menu: list of foods and beverages ready for purchase.

Food Quality: standard to satisfy the needs and expectations of restaurant customers.

Service Quality: evaluation process where the customer compares their expectations with the service they perceived they has received.

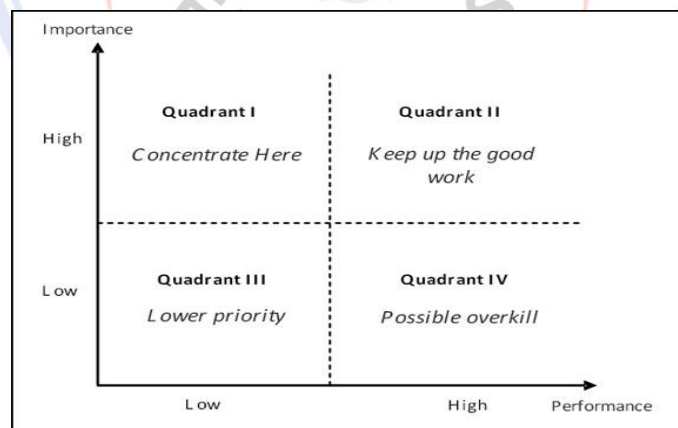
### Data Analysis Method

#### Validity and Reliability

Validity test used to measure the validity of the questionnaire. To analyze that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. This reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

#### Importance and Performance Analysis

The IPA model is divided into four quadrants, with importance on the y-axis and performance on the x-axis. The four-quadrant IPA matrix is shown in figure below. Quadrant I is labeled "Concentrate Here", with high importance/low performance, which indicates that the attributes are perceived to be very important to respondent, but performance levels are fairly low. This sends a direct message that improvement effort should concentrate here. Quadrant II is labeled "Keep up the Good Work" with high importance/high performance, indicating that the attributes are perceived to be very important to respondent, and at the same time, the firm seems to have high level of performance on these actions. The message here is to keep up the good work. Quadrant III is labeled "Low Priority" with low importance/low performance. Any attributes falling into this quadrant are non-important and pose no threat to organizations. Quadrant IV is labeled "Possible Overkill" with low importance/high performance, indicating that employees are satisfied with the performance, but the specific attribute is relatively non-important.



**Figure 2. IPA Framework**

Source: Martila and James (1977)

**RESULT AND DISCUSSION****Validity and Reliability Result****Validity Test****Table 1. Validity Test Result**

		Importance	Performance	Average Importance Performance
Importance	Pearson Correlation	1	.546**	.861**
	Sig. (2-tailed)		0	0
	N	100	100	100
Performance	Pearson Correlation	.546**	1	.896**
	Sig. (2-tailed)	0		0
	N	100	100	100
Average Importance Performance	Pearson Correlation	.861**	.896**	1
	Sig. (2-tailed)	0	0	
	N	100	100	100

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

Source: SPSS Output, 2017

Table 1 shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

**Reliability Test****Table 2. Reliability Test Result**

Cronbach's Alpha	N of Items
.901	3

Source: SPSS Output, 2017

Table 2 shows that Alpha Cronbach is 0.901 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

**Importance and Performance Analysis of Restaurant Attributes****Table 3. Attributes, Importance Mean, Performance Mean, Quadrant**

Restaurant Attributes	Importance Mean	Performance Mean	Quadrant
Ambience	4.39	3.94	I
Menu	4.27	4.12	IV
Food Quality	4.44	4.07	II
Service Quality	4.36	3.86	III
<b>Average</b>	<b>4.37</b>	<b>4</b>	

Source: Data Processed, 2017

## Discussion

This research has identified four attributes, namely: Ambience, Menu, Food Quality and Service Quality. An important attribute is one that offers an important benefit towards the satisfaction of consumer needs (Aaker, Batra and Myers, 1992). Researcher has considered all variables/factors which are theories, books, journal and some other supporting sources in constructing whole research. Questionnaire is used to collect data and Likert scale is used to score data. The data then tabulated and analyzed with Importance and Performance Analysis Method. This method is useful to see the importance and performance of restaurant attributes of K8 Coffee House and Resto Manado. IPA matrix divided into 4 quadrants, concentration here as quadrant I, Keep up the good work as quadrant II, Low priority as quadrant III, and Possible overkill as quadrant IV. The sample in this research are 100 respondents and the data that collected from the questionnaire not only answer the questions about the attributes but also the information about respondent characteristic such as gender, age, education background, occupation and respondent frequency in visiting K8 Coffee House and Resto Manado. The information of the respondent characteristics can be reflected the preference of respondent about the question on the questionnaire. This information maybe can help the researcher to give a recommendation.

The tables 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 Food Quality is very important to consumer compared to other indicators, and followed by Ambience and Service Quality which are relatively importance to consumer, and the importance of Menu has the lowest level of importance of restaurant attributes of K8 Coffee House and Resto Manado. While in term of performance, Menu has a high level of performance compared to the other attributes. Then followed by Food Quality and Ambience, and the performance of Service Quality of K8 Coffee House and Resto Manado has the lowest level of performance based on collected data.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

There are four main indicators of restaurant attributes in this research which are ambience, menu, food quality and service quality. All the respondent was asked how important are those attributes and how the performance of the same attributes to restaurant attributes of K8 Coffee House and Resto.

1. Ambience is very important to the customers, but the company offered lower performance to them. The components of ambience are about cleanliness of place and facilities, customers feel comfort while eating and communicating, the availability of and table and chair, and parking space, and also K8 Coffee House and Resto is a good place for various types of customers. The importance of an ambience will make the customers to relax and enjoy themselves but somehow customers still feel not satisfy of ambience of K8 Coffee House and Resto.
2. Food Quality is located in this quadrant, it means this attribute is perceived to be very importance to consumer and at the same time has the highest performance level. It is a sign that this attribute has affected most of customer. It can be defined that food quality of K8 Coffee House and Resto able to satisfied customers needs and wants.
3. Service Quality is located in Quadrant III. This quadrant means the attribute is quite not too important and the company perform lower service performance. The components in this attribute consists of employee's appearance, knowledge, responsiveness, attitude, and how the employee give same service to every customer. Even though this attribute is not too important but there are still many customers that come to K8 Coffee House and Resto willing to be served well.
4. Menu is located in Quadrant IV, which means the elements that plotted in this quadrant considered as low importance but the company provide higher performance to the customers, which means this attribute might be the strength of the company.

### Recommendations

The researcher provided recommendation to the company in order to improve the restaurant attributes. The recommendations are:

1. For those attributes which got score lower the average, K8 Coffee House and Resto needs to improve all of them in order to keep the market share they have already created otherwise to keep satisfying their customers and increasing customer loyalty. Attributes that have low performance is ambience and service quality, which means the low performance of the company comes from the facility which are the availability of table and chair and parking space, and from the employees which are about employee's responsiveness, appearance, attitude, how employee know all information and how employee able to give same service to every customer.
2. For attributes that have scored higher the average level of importance and performance, means the company already provides good performance to the customers. Those attributes are Food Quality and Menu. According to the questionnaire's item, food quality is about the cleanliness, fresh, healthy and hygienic of foods and beverages and how company able to make consistent the taste of food. And for menu is about how company provide various kind of foods and beverages, traditional foods and beverages, main meal and snacks, permitted foods and beverages (halal), and coffee as one of the superior menu in K8 Coffee House and Resto. The company have to keep up the good performance and more maintain it, in order to satisfy the customers and make them loyal customer to K8 Coffee House and Resto.

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