EVALUATING FOOD QUALITY OF TUNA HOUSE MEGA MAS MANADO USING IMPORTANCE AND PERFORMANCE ANALYSIS

EVALUASI KUALITAS MAKANAN DI TUNA HOUSE MEGA MAS MANADO MENGGUNAKAN ANALISIS KEPENTINGAN DAN KINERJA

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Abstract : The Food aspect has a great influence and is a significant driver in Indonesia's economy. Tuna house is the most well-known tuna restaurant in Manado, since it is the first restaurant that made tuna fish popular. To maintain the popularity of Tuna HouseMega Mas Manado, the restaurant needs to consider abo.ut the quality of the food. This research aims to analyze and evaluate Food Quality of Tuna House Mega Mas Manado. In order to define these variables this research takes a quantitative approach by obtaining data through questionnaires using convenience sampling in which 100 customers of Tuna House Mega Mas Manado are the respondents. To analyze the data this research uses Importance and Performance Analysis as the research method. There are 4 variables included in the analysis and 5 indicators for each variable. From the results of analyzing 4 variablesthere are 2 varibles that are importance to the customers and customers feel satisfied with the performance, and those variables are taste and freshness. There are 2 variables that have low importance and performance also to the customers, and those variables are innovative food and presentation, so the restaurant can be focused on other aspects or variables.

Keywords: *foodquality, importance and performanceanalysis*

Abstrak: *Aspek makanan memiliki pengaruh yang besar dan sebagai pengantar yang signifikan dalam ekonomi Indonesia. Tuna house adalah restoran ikan tuna yang paling terkenal di Manado, karena restoran pertama yang membuat ikan tuna populer. Untuk menjaga popularitas Tuna House Mega Mas Manado, restoran perlu mempertimbangkan tentang kualitas makanan. Penelitian ini bertujuan untuk menganalisis dan mengevaluasi kualitas makanan di Tuna House Mega Mas Manado. Untuk menetapkan variabel ini, penelitian ini mengambil pendekatan kuantitatif dengan mendapatkan data melalui kuesioner menggunakan convenience sampling di mana 100 pelanggan Tuna House Mega Mas Manado sebagai responden. Untuk menganalisis data penelitian ini, digunakan analisa kepentingan dan kinerja sebagai metode penelitian. Ada 4 variabel yang analisa dan 5 indikator untuk setiap variabel. Dari hasil analisa 4 variabel, ada 2 varibles yang penting untuk pelanggan dan pelanggan merasa puas dengan kinerja, dan variabel-variabel itu adalah rasa dan kesegaran. Ada 2 variabel yang memiliki kepentingan yang rendah dan kinerja juga kepada pelanggan, dan variabel-variabel itu adalah makanan yang inovatif dan presentasi, jadi restoran dapat berfokus pada aspek-aspek atau variabel lain.*

***Kata Kunci*:** *kualitas makanan, analisa kepentingan dan kinerja*

INTRODUCTION

Research Background

Food is likewhen peopleconsumed that food, thenpeople depend on it. It has a huge impact on all people's lives and health whether they realize it or not.Food makes body work, grow and repair itself, the kind of food can affect the efficiency of these processes. Foodconstantly contributes to over 50% of Indonesia's total consumption in 2015.North Sulawesi also has a rate above 50 percent for food needs. Food constantly contributes to over 50% of North Sulawesi's total consumption in 2015.

The consumer choices of food and eating habit are cultivated based on people's custom, culture and religion. However, people can be taught to make healthier choices. The quality of food greatly affects the customers' intention to buy, one of which the health benefits of these foods to customers, attitude toward product and attitude toward process, which depends on consumer benefit perception. As mentioned byPeri (2006) in Shaharudin, Mansor, and Elias (2011), food quality is a very important key that customers will always look for to satisfy their needs and expectation towards the restaurant they choose.

Tuna house is the most well-known tuna restaurant in Manado since it's the first restaurant that made tuna fish popular to consume.Tuna House restaurant provides fresh tuna fish processed with fresh ingredients as the main menu. The indifferent attitude about food from people will fall into danger. People throw away something important and do not realize the danger. Although some people do not pay attention to the quality of the food consumed, Tuna House Mega Mas Manado ensures quality in their food for the customers. Tuna House Mega Mas Manado, as a provider of food for people, always provides the best quality, although sometimes customers do not realize it.

Research Objective

To analyze the importance and performance of Food Quality in Tuna House Mega Mas Manado.

THEORITICAL REVIEW

Marketing

Marketing is one of way to help company to achieve the company goal. Marketing is a way for the company to communicate with customer, to know what are the customer wants and needs.Marketing is how the organization delivering their product or services value to the customer. According to the American Marketing Association (2013) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Today'smarketing is all about creating customer value and buildingprofitable customer relationships. It starts with understanding consumer needs and wants,determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valuedconsumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity (Kotler and Amstrong 2006:21).

Marketing is a strategy that entails seeking and establishing ongoing partnerships with customers, loyal customers are also more profitable than those who are price-sensitive and perceive little or no difference among brands or suppliers (Lamb, Hair, and McDaniel, 2011).

Marketing, more than any other business function, deals with customers. Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction(Kotler&Amstrong, 2006:34).

Kotler, Sunders, and Wong (1996:16) mentioned that, 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. Thus, marketing management involves managing demand, which in turn involves managing customer relationships.

Food Quality

Kostas (2012), food quality is the quality characteristics of food that is acceptable to consumers.According to Ferree (1973), quality of food includes all those characteristics of excellence that make it acceptable to the food buyer. The fact that food quality turns out to be the standard consumers will accept doesn't have to be a bad thing. Consumers rely on judgments of color, feel texture, odor, sound and the written word. When the opportunity presents itself, the food buyer may also take advantage of the judgment of taste. Palatability, the way food tastes, ranks high on the family and institutional food buyer's list of quality standards.Stanton (2015), food quality is a set of traits or factors in food products that differentiate the level of satisfaction of the product's acceptability for the consumer buyer. Food quality is multi-dimensional and has many aspects. Aspects of the quality of the food include the nutritional aspects (calories, protein, fat, minerals, vitamins, etc.) aspects of taste (sensory, tasty, interesting, fresh) business aspects (quality standards, quality criteria) health (physical and spiritual) and consumer satisfaction with regard to quality.

Espejeland Joel (2007), quality perception is a complex process that begins with the acquisition and classification of signs that are associated with the intrinsic attributes such as appearance, color, and flavor or product presentation. Nevertheless, some of these attributes cannot be perceived adequately by the individual until the consumption of the product Molnar (1983), the quality of food products, in conformity with consumer requirements, is determined by sensory attributes, chemical composition, physical properties, the level of microbiological and toxicological contaminants, and shelf life, and by packaging and labeling. Food quality and safety are important consumer requirements. In the evaluation of food quality, its complexity, dynamic variation, and relativity raise a number of problems. The application of systems analysis for the solution and related decisions is indispensable. Quality is a concept based on a number of product attributes that basically determine their level of suitability to a concrete and predetermined use. From the definition of quality, people understand that it is a convention and may therefore only be considered as constant over a short period, and that beyond the absolute level of product characteristics, it is also dependent on the base values designated in specifications or norms.

Consumers look for food that can fulfill the need for the activity, in other words productive human beings must have healthy bodies. With the raw food materials, cooking utensils, and the process, all indicate whether or not the food will have quality. Food safety and nutritivevalue that consumers fear nutritivevalue is lost in processingand no attempt is made to restore it, that nutrients and other foodingredients are added to foodsfar beyond safe limits, that pesticide, herbicide, andrecently, that some hormoneresidues are present in thefood *supply*.Parmenter, Waller, and Wardle (2000), eating healthily is regarded as a priority by people with tertiary education, whereas price is more salient for those with only primary education. Price, taste and habit were identified as important barriers to change. However, these influences may to some degree be underpinned by knowledge.

Previous Research

Shaharudin, Mansor, andElias (2011) findings of the study indicated that generally consumers place relatively high level of importance on food freshness, followed by presentation, and taste of the food. Less importance is being placed on innovative food that indirectly could have minimal effect in the customers' behavioral intention.

Rozekhi, Hussin,Siddiqe,Rashid and Salmi (2016), the food quality attributes allows restaurateurs to make improvements in areas that lead to a greater satisfactory to customers' restaurant experience. Food quality attributes allows restaurateurs to make improvements in areas that lead to a greater satisfactory to customers' restaurant experience. the food quality attributes in fine dining are expected to be important and at the same time could satisfy diners with the quality of its core value such as freshness, menu variety, presentation, temperature, healthy and tasteful.

Kealesitseand Kabama(2012),revealed that both quality and safety are important in consumers' purchase of food. The overlap in the definition of the two concepts is an indication of how important they are to the consumers, also been revealed that the concern for safety and quality is not confined to developed countries. Food manufacturers and other players in the supply chain have to observe high levels of quality and safety to address customer expectations.

Conceptual Framework
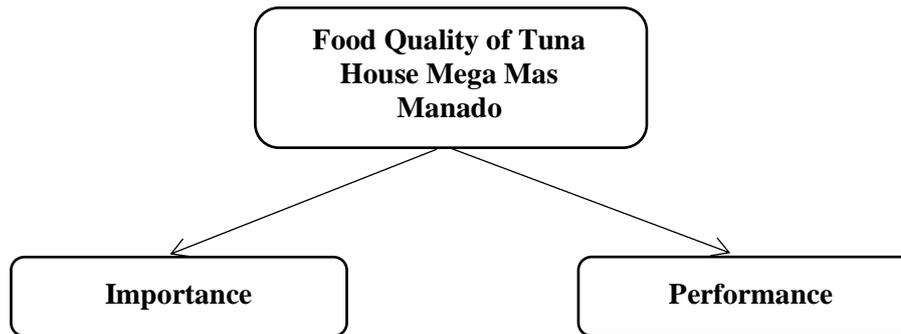
Figure1.Conceptual Framework

This research is conducted to see the importance and performance of Food Quality at Tuna House Mega Mas Manado.

RESEARCH METHOD

Type of research

This research is the descriptive study with a quantitative approach. Descriptive research is used to describe characteristics of aphenomenon being studied. The method used in this research is Importance and Performance Analysis (IPA).

Place and Time of Research.

This research had been conducted in Manado with the period time from July – September 2017.

Population and Sample

Hanlon and Bret(2011), apopulationis all the individuals or units of interest; typically, there is not available data for almost all individuals in a population. The population in this research is all customers of Tuna house Mega Mas Manado who have tasted its food.The sample size from 100 customers that have visited Tuna House Megamas Manado who have tasted its food.

Operational definition

There are 4variables that will be used in this researchand 5 indicators for each variable. There are freshness (fresh, durability, nutrition, packaging of raw food and cooking process),presentation (presentation, portion, color pallet, temperature, and plating), taste (flavor, aroma, level of ripeness, texture, and ingridients) andInnovative food (Variety, Unique Display, Healthy Ingredients, Creativity, and Foreign Food Options).

Data Analysis Method
Validity and Reliability 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.Reliability test is established by testing for both consistency and stability of the answer of questions. Consistency indicates how well the items measuring a concept hang together as a set.

Importance and Performance analysis

Importance and Performance Analysis (IPA) is used to measure what is the importance to customer's and the performance of that aspect.IPA model devided into four quadrant with importance on the y-axis and performance on the x-axis. Quadrant I labeled "Concentrate Here" In quadrant 1, attributed rated is very important but very low performance, it mean the restaurant/company need to concentrate to improve the performance of elements in this quadrant. Quadrant II is labeled "Keep up the Good Work", mean that it has a high importance to the customer and achieves high performance according to the customer. In short, attributes that are located in this quadrant give high satisfaction to costomers because the costumers expectation has been fulfilled and the restaurant need to maintain costumers satisfaction by keep the performance high.

Quadrant III is labeled "Low Priority" Attributes located in this quadrant have a low importance to the customers and also achieved low performance. The attributes located in this quadrant are not a priority. Quadrant IV is labeled "Posibble Overkill", mean that the attribute has low importance to the customers but the performance is high.
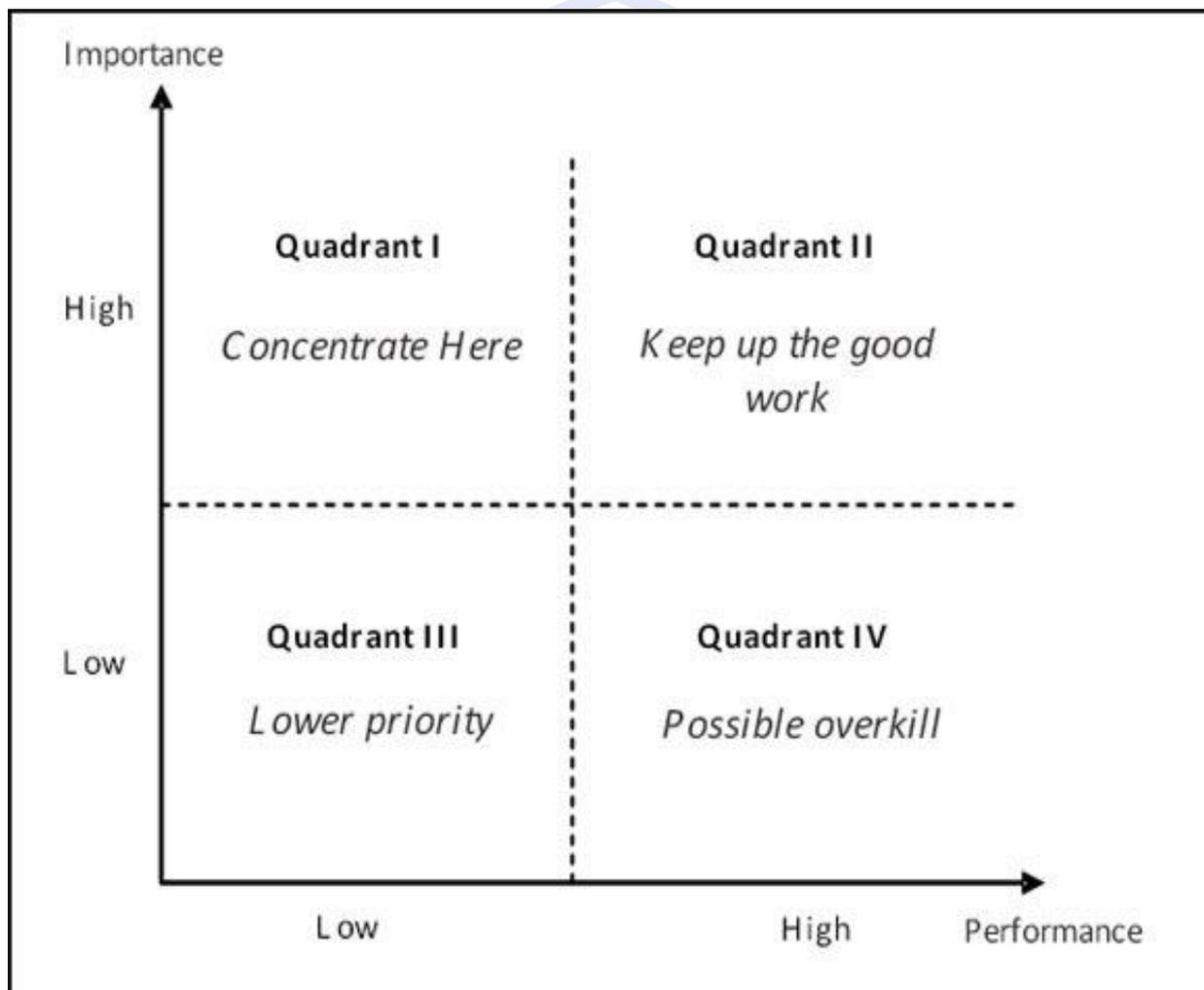

Figure 2. IPA Framework
Source: Martilla, and James (1977)

RESULT AND DISCUSSION

Validity and Reliability Result
Validity Test
Table 1. Validity Test Result

Correlations

		Average_Importance	Average_Performance	Average_Important_and_Performance
Average_Importance	Pearson Correlation	1	,597**	,889**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Average_Performance	Pearson Correlation	,597**	1	,898**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Average_Important_and_Performance	Pearson Correlation	,889**	,898**	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 (2017)

Table 1 show the correlation index higher than 0.3 and less than 0.05 (5%) as significance level, the research instrument is stated as valid.

Reability Test
Table 2. Reability Test Result

Cronbach's Alpha	N of Items
,916	3

Source: SPSS Output (2017)

Table 2 shows that Alpha Cronbach is 0.916 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

Importance and Performance Analysis of Food Quality

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

Food Quality Attributes	Importance Mean	Performance Mean	Quadrant
Freshness	4.22	3.89	2
Presentation	3.80	3.76	3
Taste	4.26	4.05	2
Innovative Food	3.77	3.73	3
AVERAGE	4.01	3.86	

Source:Data Processed (2017)

Discussion

This research uses foodquality attributes to analyze the foodquality of Tuna House Mega Mas Manado using IPA analysis. The attributes used in this research are freshness, presentation, taste, and innovativefood. The attributes of food quality used in this study adopted from previous research of Rijswijk andFrewer (**Shaharudin**,Mansor and Elias,**2011**)discovered that German respondents link freshness, taste, natural/organic and good product to food quality. French respondents have chosen taste and appearance whereas Italian respondents picked good product and taste as essential elements of quality.Spanish respondents associated good products, taste and safeness with food quality dimensions. 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 the Food Quality in Tuna House Mega Mas Manado is according to the customers' satisfaction as seen on the quadrant.

There are no attributes in quadrant 1. This quadrant means Food Quality attributes are very important to the customers, but the performance levels are assessed lower by Tuna House Mega Mas Manado customers. The taste and freshness are located in quadrant2 . The taste of food in Tuna House is an important aspect for customers. With their traditional menu and foreign food options made with local materials and ingredients, the taste of food in Tuna House satisfies the demands of customers in Manado.The highest attribute from importance and performance in quadrant 2 is taste with 4.25(importance) & 4.05(performance) score for variable average. Freshness is the second variable in quadrant 2 that shows high importance and performance measuring the quality of foodwith the average score of 4.22 (importance) and 3.89 (performance) as one of the variable average score of Food Quality.

The attributes that are located in quadrant 3 are innovativefood and presentation. The lowest attribute from importance and performance score in quadrant 3 is innovativefood. Innovative Food got 3.77 (importance) and 3.73 (performance) as one of the variable average score of Food Quality. Presentation, as one of Food Quality attributes, is also in quadrant 3. Presentation got an average score of 4.22 (importance) and 3.89 (performance) as one of the variable average score of Food Quality. The attributes located in this quadrant (quadrant 3) are not a priority to Tuna House Mega Mas Manado. These results of the attributes located in this quadrant are not a priority to Tuna House Mega Mas Manado.

There are no attributes in this quadrant. Attributes that are located in this quadrant have low importance to the customers, but the performance of Tuna House Mega Mas Manado regarding the attributes is high.

CONCLUSION AND RECOMMENDATION

Conclusion

This research has identified 4 elements of food quality attributes which are: Freshness, Presentation, Taste, and Innovative Food. The conclusion below is drawn using IPA tools to link the importance and performance.

1. For food quality, there are 4 attributes to measure the level of food quality in Tuna House Mega Mas Manado, where each attribute has 5 questionnaire indicators to measure the importance and performance of each attribute to assess the quality of food.
2. In quadrant 2 is where Freshness and Taste were categorized. These results show that taste has the highest score for Tuna House Mega Mas Manado delivering the performance of Food Quality, assess from 5 taste indicatorswhich are : flavor, aroma, level of ripeness, texture, and ingridients. Followed by freshness with 5 indicators ,which are: fresh, durability, nutrition, packaging of raw food and cooking process.
3. In quadrant 3 where innovative food and presentation are categorized, the importance and performance values are at a low level. Innovative food is the lowest one that assess from 5 indicators, which are: variety, unique display, healthy ingredients, creativity, and foreign food options.
4. Followed by presentation in quadrant 3 assess from 5 indicators, which are: presentation, portion, color pallet, temperatur, and plating.

Recommendation

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

1. Attributes that are located in quadrant 2 have a high importance to communities and high performance according to the Tuna House Mega Mas Manado costumer, so the restaurant has to maintain the performance of taste and freshness and keep this communities' satisfaction for quality of food.
2. In quadrant 3 innovative food and presentation have a low importance and performance by costumer perception, so it will be better for Tuna House Mega Mas Manado to focus more on the other attributes.

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