

ANALYZING CUSTOMER PERCEPTION OF JAPANESE DESSERT SHOP IN MANADO**(CASE STUDY: SUMOBOO AND SUMIKKO)***ANALISA PERSEPSI PELANGGAN PADA MAKANAN PENUTUP JEPANG DI MANADO
(STUDI KASUS: SUMOBOO DAN SUMIKKO)*

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Abstract: Japanese cuisine become trend in Indonesia and people are attracted to the flavor which surprisingly suit with Indonesian taste. One of the most popular Japanese dessert in Indonesia is Sumoboo which is a franchise shop. On the other hand, there is a local brand call Sumikko that only exist in Manado. This research aims to analyze the Customer Perception of Japanese Dessert Shop. The type of this research is descriptive with qualitative approach. The sample size of this research is 15 informants who are the customer of Sumoboo and Sumikko. The sampling method used in this research is purposive and snowball sampling by doing interview with the customer. The key findings regarding customer perception showed the top three consideration include: Quality, Value, and Financial Risk. In this case, people in Manado have a different perception toward Japanese Dessert. The results of Customer Perception show that percentage of perceive quality, perceive value and perceive risk attributes are important to the customer but not significant. This study was done with hope that it could contribute to the future researchers to examined the other attributes that affect customer perception, the business that similar with Sumoboo and Sumikko to increase the profit or advantages.

Keywords: customer perception, perceive quality, perceive value, perceive risk, dessert shop.

Abstrak: Masakan Jepang menjadi tren di Indonesia dan orang tertarik dengan cita rasa yang sangat sesuai dengan selera Indonesia. Salah satu makanan penutup Jepang yang paling populer di Indonesia adalah Sumoboo yang merupakan toko waralaba. Di sisi lain, ada merek lokal yaitu Sumikko yang hanya ada di Manado. Penelitian ini bertujuan untuk menganalisis persepsi konsumen terhadap toko makanan penutup Jepang. Jenis penelitian ini adalah deskriptif dengan pendekatan kualitatif. Ukuran sampel penelitian ini adalah 15 informan yang merupakan pelanggan Sumoboo dan Sumikko. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive dan snowball sampling dengan melakukan wawancara dengan pelanggan. Temuan utama mengenai persepsi pelanggan menunjukkan tiga pertimbangan utama meliputi: Kualitas, Nilai, dan Risiko Keuangan. Dalam hal ini, orang Manado memiliki persepsi yang berbeda terhadap makanan penutup Jepang. Hasil Persepsi Pelanggan menunjukkan bahwa persentase kualitas persepsi, persepsi nilai dan persepsi terhadap atribut risiko penting bagi pelanggan namun tidak signifikan. Penelitian ini diharapkan dapat memberikan kontribusi kepada peneliti di kemudian hari untuk dapat menentukan atribut lain yang mempengaruhi persepsi pelanggan dan juga bagi bisnis yang sama seperti Sumoboo dan Sumikko untuk dapat meningkatkan keuntungan.

Kata kunci: persepsi pelanggan, kualitas yang dirasakan, nilai yang dirasakan, risiko yang dirasakan, toko makanan penutup.

INTRODUCTION

Research Background

Japanese cultural products are molding a new generation of consumerism in Asia. From fashion to food Japanese culture has spread across the Asia, especially Indonesia. The emergence of Japanese cultural presence in Asia could be traced back to the mid-1980s when Japan became one of the economic powers in the world. In the ASEAN region, Indonesia has large market for Asian cuisine including Japanese food. 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.

As the culture continues to spread around the country, Japanese dessert has gain popularity over these past few years. More chain restaurant specialize in Japanese dessert opened their branches across the country. Somehow the Japanese cuisine become trend in Indonesia and people are attracted to the flavor which surprisingly suit with Indonesian taste. As the people start to learn about Japanese cuisine, they had different perception toward the products. Perception is how a person perceive and interpret an object or condition. The perception of individuals are varied and tends to differ based on their motives, needs, expectations, previous experience, present encounter, and influence from third party or knowledge.

Sumoboo and Sumikko is Japanese dessert shop. Sumoboo and Sumikko tries to offer something unique from the design of their booth which look attractive from the interior up to outdoor. Sumoboo and Sumikko offers a variety of japanese dessert that is sweet and fresh with variety toppings and fresh ingredients of choice. Also, the menu very much the same. Sumikko and Sumoboo mostly use the same ingredients.

Manadonese people is known for its curiosity about new products in town. Japanese cuisine restaurant only been in Manado for the past few years, still new compared to another chain restaurant like Solaria or KFC even the other Asian dessert shop in Manado.

Therefore, based on the background above the title of this research is "Analyzing Customer Perception Of Japanese Dessert Shop In Manado (Case Study: Sumoboo and Sumikko)".

Research Objective

To analyze the customers' perception of Japanese dessert shop in Manado(Case study: Sumoboo and Sumikko)

THEORETICAL FRAMEWORK

Marketing

Marketing is widely used term to describe the means of communication between the company and the consumer audience. According to American Marketing Association in Kotler and Keller (2012: 10), marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Consumer Behavior

Consumer behavior attempts to understand the buyer decision making process, both individually and collectively. It studies individual consumer characteristics such as demographics and behavioural variables in an attempt to understand people's wants. According to Belch and Belch (2012: 16), consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of product and services so as to satisfy their needs and desires.

Customer Perception

Customer perception plays a vital role in a company's ability to attract new customers and to retain existing customers. According to Schiffman and Kanuk (2007: 37), perception is defined as the process by which an individual selects, organize, and enterprets stimuli into a meaningful and coherent picture of the world.

Perception includes the five senses; touch, sight, taste smell and taste. It also includes what is known as proprioception, a set of senses involving the ability to detect changes in body positions and movements.

Perceptual Process

The perceptual process is a sequence of steps that begins with the environment and leads to our perception of a stimulus and an action in response to the stimulus. According to Branyte (2007); Chibok, B. M. Ph.D, Msheliza, S. K. and Ndubuisi, W. C. (2013), explain that analysing classifications proposed by marketing specialists, suggests that sensation, attention, interpretation and retention are the dominating elements of the perceptual process

Perceived Quality

Improving the understanding of quality has always been a goal for marketers. By some academics it is considered a higher level abstraction which cannot be quantified, others see quality as a mechanical superiority which can always be calculated. According to Jin and Yong (2005: 45), perceived quality is a critical element for consumer decision making; consequently, consumers will compare the quality of alternatives with regard to price within a category.

Perceived Value

Perceived value is a comprehensive form of customer evaluation of product or service. According to Zeithaml (1988: 14), perceived value is the customer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given.

Perceived Risk

Perceived risk is defined as the uncertainty that consumers face when they cannot foresee the consequences of their purchased decision. According to Zeithaml and Bitner (2003: 624), perceived risk will typically influence early stage of consumer buying process

The Importance of Customers' Perception

Customers may perceive one and the same product or service in different ways. It becomes more difficult to differentiate a product or service by traditional categories like price, quality, functionality. According to Recklies (2015: 24), a customer's perception of an offering may even deviate from what the producer or marketer had intended. Therefore, marketers need to care the whole process including exposure, perceptual selection and interpretation (Salomon and Stuart, 2000: 68). While, The success of a business depends upon its ability to attract and retain customer that are willing to purchase goods and services at prices that are profitable to the company (Hamel, 2013: 7). Perceptions can determine the success or failure of a business.

Previous Research

Kazmi (2012) has conducted a research about Consumer Perception and Buying Decisions (The Pasta Study), describe that the project of the research is basically measures the development of perception through different variables and identify those factors which stimulate buying decision of consumer. Among various variables which effect consumer buying pattern researcher choose awareness and availability of the product as two main variables which have strong effect on popularity and sale of pasta product. As the research is totally based on qualitative method that's why researcher choose quota sampling technique and collect data by interviewing house wives resides in different areas of Karachi. The reason of choosing only house wives as respondent is that house wives can give true insight factors which hinder the popularity of pasta products in Pakistan. Focus group discussions have been conducted to extract findings. 30 house wives have been interviewed and their responses have been analyzed. The topic of this research project without any promotional strategy any product cannot run profitably in a market. Product awareness is the factor which impact the popularity and usage rate of any product specially the food item. Cooking method is the factor which can bring the social shift in the market and enhance the taste bud of any product. Awareness about the proper method of cooking will affect the popularity of product a lot.

RESEARCH METHOD**Type of Research**

This study is descriptive with qualitative method. Qualitative research is empirical research where the data are not in the form of numbers.

Place and Time of Research

This research was conducted more or less for 3 month in July to August 2017 in Manado.

Research Procedure

There are some steps that have been done to conduct this research:

1. Study about qualitative analysis interview method and Consumer Perception, especially from secondary data like journals, articles, internet and books.
2. Select the Potential Respondents to be interviewed.
3. Devise the questions for the interview.
4. Conduct observation while doing in-depth interview with the informants to get information.
5. Doing analysis while collecting the data.
6. Doing final observation and interviews to do data triangulation and complete the materials.
7. Re-checking all the interview and observation results
8. Writing results

Population and Sample

Sekaran and Bougie (2010: 35) define Population is the entire group of people, events, or things which a researcher desire to research. While Sugiyono (2007: 287) stated that in qualitative research does not use form population instead using term "social situation" which consist of three elements: place, actors and activity. The social situation in this research is all elements related to customer perception of Japanese Dessert shop in Manado especially the places, actors, and activities. Sample in qualitative research is not called as respondent but instead a source, participant or informant (Sugiyono, 2007:390-391). And the sampling size are the 15 consumer of Sumoboo and Sumikko dessert shop.

Sampling Tools

Sampling tools used to determine the subject of this research. For this paper, researcher will use purposive sampling and snowball sampling to obtain the data.

Data Collection Method

Data collection method that used in this research are primary data. The primary data are taken from unstructured one-to-one interview with the informants.

Data Analysis Method

Data analysis is the part of qualitative research that most distinctively differentiates from quantitative research methods. It is not a technical exercise as in quantitative methods, but more of a dynamic, intuitive and creative process of inductive reasoning, thinking and theorising. According to Hair et. al (2007), there are several steps in qualitative data analysis, such as: data collection, data reduction, data display and drawing and verifying conclusion.

Validity and Reliability

Validity and reliability in qualitative research have a slightly different meaning in qualitative research in comparison to quantitative research (Sekaran and Bougie, 2010: 54).

Definition of Research Variable

Customer Perception : Perceive and interpret an object or condition of Sumoboo and Sumikoo.

RESULT AND DISCUSSION**Results**

The researcher has interviewed the 15 consumer of Sumoboo and Sumikko Japanese dessert shop in Manado, to analyse how the customers' perception of Japanese dessert shop.

Informant 1

Concerning perceive quality, Informant 1 said: "Dessert is My favorite type of food. Sumoboo and Sumikko offered many kinds of dessert that I really like. The taste is good, it fits to My flavor although it was a Japanese Dessert. I really enjoy eating at Sumoboo, because the food quality as well as the environment is great. Concerning to perceive value, Informant 1 said: "I feel happy when eat at Sumoboo and Sumikko because They serve dessert. I always loved to eat dessert, sweets is always gonna be My thing. Concerning to perceive risk, Informan 1 said: "If its a new place, then I would be worried.

Informant 2

Concerning perceive quality, informant 2 said: "The taste of dessert that offer by Sumoboo and Sumikko is tasty.. Concerning to perceive value, informant 2 said: "I really enjoy the food and beverages in Sumikko and Sumoboo, because the place and the atmosphere was enjoyable and the food also makes me comfortable spending time there. Concerning to perceive risk, informan 2 said: "Sometimes I also worried about the financial risk. Because the first thing comes to my mind when I go to sumikko or sumoboo is the price was not really worth it with the product and there are also another cheaper dessert products. But during the purchasing I was not worry and afraid.

Informant 3

Concerning perceive quality, informant 3 said: "Based on my experience, I think the taste of products that sumoboo and sumikko offered is basically tasty. Concerning to perceive value, informant 3 said: "Based on my experience, I enjoyed when I was eat in Sumoboo and sumikko. When I buy the products it is because I want to eat dessert. Also the place and the atmosphere make me feel satisfied and happy being there. For me, eating at Sumoboo and Sumikko is worth the price. Concerning to perceive risk, informan 3 said: "I have no worry to spend my money to buy Sumoboo and Sumikko products because it is appropriate with My desire of dessert, so I have prepared properly for all the risk include the risk of money.

Informant 4

Concerning perceive quality, informant 4 said: "For Me, the taste of the food and beverages of Sumoboo and Sumikko is not especially good, because the product is almost the same as other Asian dessert in general. Concerning to perceive value, informant 4 said: "From my experience, the time I had in Sumoboo and Sumikko gave Me a pleasant feeling. The atmosphere inside the store is fun and enjoyable and great for a place to hang out. Personally, I think that the price of the produt is expensive, the portion is much lesser than other place that offer asian dessert with a big portion. Concerning to perceive risk, informant 4 said: "In case of buying dessert, I feel uncomfortable at some points especially for the financial risk. I thought that eating at Sumoboo and Sumikko with the price of the product is not really worth it.

Informant 5

Concerning perceive quality, informant 5 said: "For the taste of the products in Sumoboo and Sumikko has its own distinctive taste of each store. Concerning to perceive value, informant 5 said: "For Me eating at sumoboo and sumikko do not fully give feelings of pleasure, because several times the taste of the product that serve does not match with My taste. But if I seen as a whole starting from the place, the service, the presentation and taste of the products in both stores are good. Concerning to perceive risk, informant 5 said: "I have no worried in terms of finance when buying products in Sumoboo and Sumikko because when buying products in both places basically I have desire to eat the dessert, so it has been prepared from risk of the money to be issued.

Informant 6

Concerning perceive quality, informant 6 said: "I think the taste of the products in sumoboo and sumikko are both delicious. Concerning to perceive value, informant 6 said: "I enjoy when eating dessert at Sumoboo and Sumikko, it is just feeling more fun when I was in Sumikko because the place is in the mall while Sumoboo is not because the place is outside the mall building. Concerning to perceive risk, informant 6 said: "I think there is no doubt if there is an adverse financial risk because for the price of products that provided by Sumoboo and Sumikko which is accordance with the standard price of dessert in general.

Informant 7

Concerning perceive quality, informant 7 said: "Overall the tastes of the product that offered is good, but there is a difference of the taste between each shop. Concerning to perceive value, informant 7 said: "Eating at both places gave me a sense of happiness, the comfortable and unique atmosphere and place of its own in comparison to other dessert places. Concerning to perceive risk, informant 7 said: "Sometimes I feel worried about the financial risks when I want to buy products in Sumoboo and Sumikko, because I do not know the taste and whether the display on the menu will be the same as presented on the table.

Informant 8

Concerning perceive quality, informant 8 said: "I think the products that offered by sumoboo and sumikko is tasty, but there are some menus contained in sumoboo has better taste in comparison with sumikko. Concerning to perceive value, informant 8 said: "I feel happy when I enjoy the products in sumoboo and sumikko because sumoboo and sumikko is a the present dessert. Concerning to perceive risk, informant 8 said: "I feel worried when I want to buy products in Sumoboo and Sumikko because the price is quite expensive and there are many other foods that can get more with the price offered in both places.

Informant 9

Regarding perceive quality, informant 9 said: "Based on my experience both of this place have similar taste just like other desserts, but Sumoboo and Sumikko gave a taste and experience like we were eating dessert in Japan.

Regarding to perceive value, informant 9 said: "Both of sumoboo and sumikko gave a great experience for Me. Concerning to perceive risk, informant 9 said: "Spent money both there for one menu is like take my 75% of my daily budget. It was really risked for my wallet.

Informant 10

Regarding perceive quality, informant 10 said: "For me personally, after I eat in these both places the taste of the product that offered still better sumoboo than sumikko. Regarding to perceive value, informant 10 said: "For me sumoboo provide a sense of comfort and satisfaction will the product that offered. While sumikko not too happy because the presentation and taste of the product offered less satisfactory. Regarding to perceive risk, informant 10 said: "When I wants to eat in a nice place and now, so the doubt to spend money does exist, but for me it is not a problem because it is worth it and the important one also has paid off my curiosity about the dessert that is in both places. I have no fear that so annoying when I want to eat and drink in both places because based on my previous experience I feel comfortable and nothing to disappoint.

Informant 11

Regarding perceive quality, informant 11 said: "In general for me the taste of both products is delicious, but I prefer to sumoboo than sumikko because the creation is better and more topping stuffing and more interesting. Regarding to perceive value, informant 11 said: "I feel happy when I enjoy the products in both places because the products offered are all delicious and in accordance with my taste. Regarding to perceive risk, informant 11 said: "Before eating at sumoboo and sumikko I feel worried about disadvantage that is detrimental to my finances, do not let me eat with the expensive price was the taste and presentation not in accordance with the expected.

Informant 12

Regarding perceive quality, informant 12 said: “Based on my experience the taste of the product that offered is not so good because it is too sour for the type of dessert food and it is different from the image that looks sweet in the menu. Regarding to perceive value, informant 12 said: “The price is not worth it because the price is too expensive for a dessert shop because there are many place sell dessert in Manado and the taste is somehow fammiliar to other dessert in other places. Regarding to perceive risk, informant 12 said: “I like taking a risk because I look for the atmospher rather than food so if the sumiko or sumoboo can give a nice atmospher that it was worth the price.

Informant 13

Regarding perceive quality, informant 13 said: “The products in sumoboo and sumikko both are delicious, but when compared sumoboo better than Sumikko. Regarding to perceive value, informant 13 said: “My experience eating at sumoboo and sumikko there is a sense of fun but several times I get an unpleasant service. Because when there is many customer that eat in these both places, the service is not humble and the order is often chaotic. Regarding to perceive risk, informant 13 said: “For the first time when I want to buy products from both places I am worried about the amount of money I spend, because the price is expensive when compared with other desserts. I can still enjoy food products like sumoboo and sumikko elsewhere with more portion.

Informant 14

Regarding perceive quality, informant 14 said: “I really enjoy the food in Sumoboo and Sumikko because the tastes is good from every menu that served. The products display are also presented in an interesting and unique form. Regarding to perceive value, informant 14 said: “For me eating at sumoboo and sumikko it is same. Perhaps the difference is the interior design and the atmosphere of each store. Regarding to perceive risk, informant 14 said: “I do not feel harmful when eating at sumoboo and sumikko even though the price is expensive, because I really enjoy the products that I buy.

Informant 15

Regarding perceive quality, informant 15 said: “For me the taste of the products that are in sumoboo and sumikko are both delicious. The materials that used are also fresh examples such as red bean and I enjoy the product. Regarding to perceive value, informant 15 said: “I feel happy when eating at sumoboo and sumikko because besides the food is good, the atmosphere of the shop is quiet and the service is also very good. Regarding to perceive risk, informant 15 said: “For the first time I have worried about the harm, because I think the dessert prices in Sumoboo and Sumikko are too expensive for students who like to eat.

Discussion**Understanding Customers Perception of Sumoboo and Sumikko Dessert Shop**

Perception is how a person perceive and interpret an object or condition. The perception of individuals are varied and tends to differ based on their motives, needs, expectations, previous experience, present encounter, and influence from third party or knowledge. Based on the interview results, this study found that the informant are making purchase decision at Sumoboo and Sumikko based on their desire, previous experience, image, and knowledge. The results showed that informant experience is more influence informant perception to make purchases decision at Sumoboo and Sumikko. The informant answer’s supports a finding from previous research conducted by Chiew and Shoki (2014) about consumer perception toward purchase decision, found that consumer’s perception of safety, health, environmental factors and the ingredients of the products was significantly influenced food purchase.

Customer Perceive Quality Of Sumoboo and Sumikko Dessert Shop

There are two attributes of perceive quality are included in this study which are the taste and the presentation of the product. Based on the interview result, not all informant give a similar answer. According to the results, this research found that every informants have different perception about the tastes and the presentation. For the first attribut (tastes), there are some factors that influence how informant taste different, such as flavor and the ingredients that Sumoboo and Sumikko used. In this case, taste plays an important role in the

quality of Japanese dessert products from Sumoboo and Sumikko. Because Indonesia has a variety of diverse cultures including in terms of food especially Manado people that have a high taste of food. Especially for food products that come from abroad and not a culture of origin. It support a findings of Walker (2012) concerning to the factors that can affect people taste perception. The result showed that country of residence was the strongest factor related to preferences for sweet, salty, bitter and taste perception also differed by age. The second attribut is the product presentation. All the informant said that the presentation of Sumoboo and Sumikko product are interesting, attractive and unique. However, based on the interview result, one of first experiences of products at Sumoboo and Sumikko is how the products looks. Before informant eat with their mouths, they eat with their eyes.

Customer Perceive Value Of Sumoboo and Sumikko Dessert Shop

In this study, the attributs of value can be categorized into three groups which are emotional value, value of money and social value. Based on the interview result, the three attribut (Emotional value, value of money and social value) of perceive value it is worth highlighting, in interpreting the results, that although all three have a high factor loading, emotional value has the highest explanatory capacity in the formation of the overall value perceived by the customer, though by only a slight difference. Nevertheless, the close equality among them determines the need to consider them as a whole for the correct interpretation of customer perceived value, as posited by Sweeney and Soutar (2001). That is to say that perceived value is shown to be a multidimensional construct in which the three dimensions interact and complement each other, in a balanced way, and help customer to understand a complex construct that adopts different roles and may be interpreted in different ways by customers.

Customer Perceive Risk Of Sumoboo and Sumikko Dessert Shop

In this study, there are three attributs of perceive risk, which are: risk of money, pshycological risk and safety risk. Based on the result, even thought the price is expensive but informant still enjoy the product. So, informant have prepared properly for all the risk include the risk of money. Based on the interview result, this study found that customer before make a purchase decision in case of Sumoboo and Sumikko, risk of the money is the first thing that the customer looking for. Because, customer affraid if the product is not appropriate with the price and the expectation. It is similar with the result of the study that conducted by Yee and San (2011) show that perceived risk have association with purchase decision when customers want to purchase products or service. The second attribut is pshycological risk. In this study, psychological risk perception is defined as the experience of enxiety or psychological discomfort arising from anticipated postbehavioral affective reaction such as worry and regret from purchasing and using the product. Based on the interview result, almost all the informant do not have uncomfortable feeling of pshycological things. Informant feel comfortable and really enjoy the product and service in Sumoboo and Sumikko. Also the atmosphere of the both places is supported. But, there is one informant that has bad experience when eating in Sumoboo and Sumikko that makes feel uncomfortable and worried if come to Sumoboo and Sumikko again, because of the service that is unpolite. Based on the results analysis, customers do not feel disturbed by the existence of psychological risks that will interfere. Because, based on the previous experience and also the information already known about sumoboo and sumikko that provide good comfort, both in terms of products and services. In contrary, the study that conducted by Zielińska and Joe (2006) showed the results of research on consumer perception towards transgenic, functional, ecological and unfamiliar foods have been presented. The improper attitudes towards various forms of food and eating have often resulted from unfamiliarity of foods or their effects on health (functional food). The results obtained show that the psychological factors play very important roles. Motives, attitudes and personality are considered as the key factors the knowledge of consumers' motives and attitudes is an important factor permitting customer perception of the food.

The last attribut of is safety risk. Based on the result, ten informant said that they do not really care about the food safety, because informant believe the product that Sumoboo and Sumikko offered used a healty and good ingredients, while five informant said because Sumoboo and Sumikko offered dessert product where used various kind taste of topping and dominated with sweet flavor and ice cream so, it is not good for the healty if consume too much. Based on the analysis of the results, this study found that customers are not too care about the safety risks that they will get when doing purchases in Sumoboo and Sumikko. The curiosity of the products in Sumobo and Sumikko is greater than the safety of the product. Other answer show that chemical properties of food such

as vitamin and mineral content are also important and affect the overall quality of the food but are not as significant in terms of food safety. The result of this study supported the result study that conducted by Wandolo (2016), the first objective of the study compared food safety awareness and knowledge in TVET and university hospital schools. The result show that in establishing the level of awareness and knowledge on food safety and hygienic practices, the study observed that although the majority of the respondents indicated that they were aware of food safety, they did not practice what they knew.

CONCLUSION AND RECOMMENDATION

Conclusion

The interviews' results shows that:

1. The product quality(taste and the presentation) of Sumoboo is good than Sumikko on customer perception in Manado.
2. The value of Sumoboo is higher than Sumikko's based on customer perception in Manado. The result revealed the differences in informants' perceptions for enjoy Japanese dessert. Even though the price of Sumoboo is expensive than Sumikko, customer still prefer to Sumoboo because customer perceive the taste of food, the positive experience (ranked higher than good), food presentation, and environment (location, layout of the design, relaxed atmosphere or ambience, comfort, and good for eating) higher than Sumikko's.
3. Based on the result, product safety is not so important for informants. They believe Sumoboo and Sumikko are dessert shops that are sure provide healthy and hygienic food. Besides, the informant curiosity is more influence.

Recommendation

There are recommendations that hopefully can be useful as suggestion, as follows :

1. The study is benefiting the dessert shop to increase the profit or advantages. The dessert shop must know what the important factors that influence customer perception
2. For the customer, Sumoboo and Sumikko desert shop should provide a better price for the product because there are several type of product that actually expensive for type of dessert.
3. The further study it is encouraged to examined the other factors or attributs that affect customer perception.

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