

**ANALYTICAL HIERARCHY PROCESS APPROACH ON CONSUMER PURCHASE INTENTION IN
CHOOSE A RESTAURANT IN MANADO CITY.
CASE STUDY: CITY EXTRA, WAHAHA, WISATA BAHARI**

*PROSES ANALISA HIRARKI TERHADAP INTENSI PEMBELIAN KONSUMEN DALAM MEMILIH
RESTORAN DI KOTA MANADO
(STUDI KASUS: CITY EXTRA, WAHAHA, WISATA BAHARI)*

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Abstract: Restaurant is a public place, provide food and beverage on a commercial basis. In Manado, there are three big restaurant which are famous nowadays, City Extra, Wahaha, and Wisata Bahari. Not only as the place for a usual dinner, the three restaurants also being a place of a birthday party, meeting, or even family dinner and it fulfil the Manadonese habit that like to have a family gathering. This research aims to know which criteria is most important for customer in selecting a restaurant in Manado and restaurant is the most preferable for the customer. This research used analytical hierarchy process with the sample is 30 respondents that were obtained from citizen in Manado. The result from this research shown that accessibility is the most important criteria for the consumer to choose a restaurant. The consumer wants a restaurant that have a reachable place. Wahaha is the most preferable restaurant. City Extra and Wisata Bahari as the competitors of Wahaha, have to improve their performance, adding more promotions and make some different thing which is unique or something that the competitors does not have.

Keywords: *consumer purchase intention, analytical hierarchy process, restaurant*

Abstrak: Restoran adalah tempat umum, menyediakan makanan dan minuman secara komersial. Di Manado, ada tiga restoran besar yang terkenal saat ini, City Extra, Wahaha, dan Wisata Bahari. Tidak hanya sebagai tempat makan malam, tiga restoran juga menjadi tempat pesta ulang tahun, pertemuan, atau bahkan makan malam keluarga dan memenuhi kebiasaan Manado yang ingin mengadakan pertemuan keluarga. Penelitian ini bertujuan untuk mengetahui kriteria mana yang paling penting bagi pelanggan dalam memilih restoran di Manado dan restoran mana yang paling disukai oleh pelanggan. Penelitian ini menggunakan analytical hierarchy process dengan sampel 30 responden. Hasil dari penelitian ini adalah bahwa aksesibilitas adalah kriteria yang paling penting bagi konsumen untuk memilih restoran. Konsumen menginginkan restoran yang memiliki tempat yang mudah dijangkau. Wahaha adalah restoran yang paling disukai. City Extra dan Wisata Bahari sebagai pesaing Wahaha, harus meningkatkan kinerjanya, menambahkan lebih banyak promosi dan membuat beberapa hal berbeda yang unik atau sesuatu yang tidak dimiliki pesaing lainnya.

Kata kunci: *intensi pembelian konsumen, proses analisa hirarki, restoran.*

INTRODUCTION

Research Background

Eating out can be a very pleasurable experience. Having dinner with a friend, eating a romantic meal while on a date or celebrating some special event with a party at a restaurant are all things that people enjoy doing. In the era of globalization, people become really busy with their own business. People have no time to cook at home, and restaurant become a good choice. It is now possible to eat food at fine restaurants serving food from around the world.

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

In 2013, the hotels and restaurants industry contributed 14.33% of Gross Domestic Product (GDP) for Indonesia. It was the third largest contributor after manufacturing and agriculture. The industry is very diverse, ranges from high-end hotels and restaurants that serve international cuisine to local low-end restaurant and *warung*. Foreign investors will have various options whether they want to open chain or independent restaurant.

A good restaurant should provide a high level of services, quality, and facilities for costumers, there are a very important characteristic can distinguish a good restaurant. Such these qualities provide a good restaurant and satisfy customers and force them to choose the same restaurant next time. The characteristics which will be given is done by different three researchers and every one of them shows their opinion in how a good restaurant should be and the following point going to enumerate each one's opinion.

In Manado, there are three big restaurant which are famous nowadays, City Extra, Wahaha, and Wisata Bahari. Not only as the place for a usual dinner, the three restaurants also being a place of a birthday party, meeting, or even family dinner and it fulfil the Manadonese habit that like to have a family gathering.

Research Objective

Based on the research problem, the objectives of this research are to know:

1. The most important criteria for customer in choosing a restaurant in Manado City.
2. The most preferable restaurant for the customer in Manado City.

THEORETICAL REVIEW

Marketing

According to Kotler and Amstrong (2008:10) marketing is a process of planning and executing the conception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. Burns and Bush (2006:4) defined marketing as “an organization function, not a group of persons or separate entity within the firm. It is also a set of processes and not a single tactic such as creating and end-aisle display. The processes create, communication, deliver value to customers. Marketing is not trying to sell customers something; rather, it is providing customers with something they value. The objective of marketing is to create and manage customer relationships for the benefit of the organization and its stakeholders”.

Consumer Behavior

Schiffman and Kanuk (2004:8) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy their needs. In other words, consumer behavior involves the feelings and thoughts of people experiences. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

Consumer Purchase Intention

According to the Theory of Planned Behavior, human action is guided by three considerations: beliefs regarding the likely outcomes of a behavior and evaluations of those outcomes (behavioral beliefs), beliefs about the normative expectations of others and the motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of a behavior and the perceived

power of these factors (control beliefs). In their respective aggregates, behavioral beliefs produce favorable or unfavorable attitudes towards the behavior; normative beliefs cause perceived social pressures or subjective norms; and control beliefs causes perceived behavioral control. In combination, attitudes towards behaviors, subjective norms, and perceptions of behavioral control lead to the formation of behavioral intention. Consequently, individual intention to perform the behavior in question increase with how favorable the attitude and subjective norm are, as well as the intention of the individual to perform the behavior in question. Finally, given a sufficient degree of control over the behavior, people are expected to fulfill their intentions when the opportunity to do so arises.

In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Behavior will be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001).

Previous Research

Adebiyi, Oyatoye, and Kuye (2015). "An Analytic Hierarchy Process Analysis: Application to Subscriber Retention Decisions in the Nigerian Mobile Telecommunications". This study investigated the use of Analytic Hierarchy Process (AHP) in customer retention decisions in the Nigerian telecommunication industry using a cross-sectional survey design. This analysis shows that customers considered call quality as the important in the retention decision. We conclude that AHP is a meaningful tool for determining.

Artho, Saerang, and Rumokoy (2017). "Analytical Hierarchy Process of Consumer Preference on Japanese Food Restaurants in Manado Town Square". This study aims to analyze the most preferred Japanese food restaurant by consumer and to analyze the criteria that influence consumer in selecting Japanese food restaurant. Researcher used Analytical Hierarchy Process (AHP) to compare each Japanese food restaurants in Manado Town Square. The result shows that Ichiban Suhsi is the most preferred Japanese food restaurant by the consumers, followed by Marugame Udon, and Torico. Further, the criteria with the highest influence on consumer in selecting Japanese food restaurant is price.

Taguinod (2016). "The Effects of Coupon Promotion on Customer Retention". This study determined the effects of using coupons on customer retention in independent ethnic restaurants. The results of this study aid restaurateurs in their marketing strategy and to improve the overall quality of the business.

Al-Tit (2015). "The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention". The aim of this study was to investigate the relationships between service quality, food quality, customer satisfaction and customer retention in limited service restaurants in Jordan. The results confirmed that customer satisfaction mediates the relationship between service quality and customer retention.

Sumi and Kabir (2010). "Analytical Hierarchy Process for Higher Effectiveness of Buyer Decision Process". In this study, it has been identified that through using AHP model consumers can evaluate the product attributes differently from simple evaluation criteria. AHP process described an effective buying decision by finding out the effectual attributes of different alternatives. Buying process starts long before the actual purchase and has consequences long afterward.

Kecek and Gurdal (2016). "Determination of Preference Ranking of Fast Food Companies with Analytic Hierarchy Process: An Application in Dumlupinar University This study aimed to determine students at Dumlupinar University Faculty of Economics and Administrative Sciences International Trade and Finance of preference ranking of fast food company with Analytic Hierarchy Process (AHP). According to the scores given by the students, the most important criteria of preferring fast food firms was product taste and freshness and less important than others was advertising. According to the Analytic Hierarchy Process results, Burger King was found as the most preferred company with a rate of 27.54% among students.

Lam, Chen, and Lam (2017). "Analysis on the Preference of Fast Food Restaurants with Analytic Hierarchy Process Model. This paper aims to review the study on human behavior in the selection of fast food restaurants based on multiple criteria such as price, customer service and environment. The results showed that US customers and Korean customers had different perspective on the first ranking as US concerned the taste of food while Korean concerned the cleanliness in the selection of fast food restaurant.

Hadad (2015). "Analytic Hierarchy Process Analysis for Choosing A Corporate Social Entrepreneurship Strategy.". This research aims to determine which of the three approaches is mostly suited for the Romanian market. The questionnaire constructed based on the hierarchy using analytic hierarchy processes was distributed to experts (business developers) coming from the following industries or sectors: beverages, IT, banking, furniture, and automotive.

Conceptual Framework

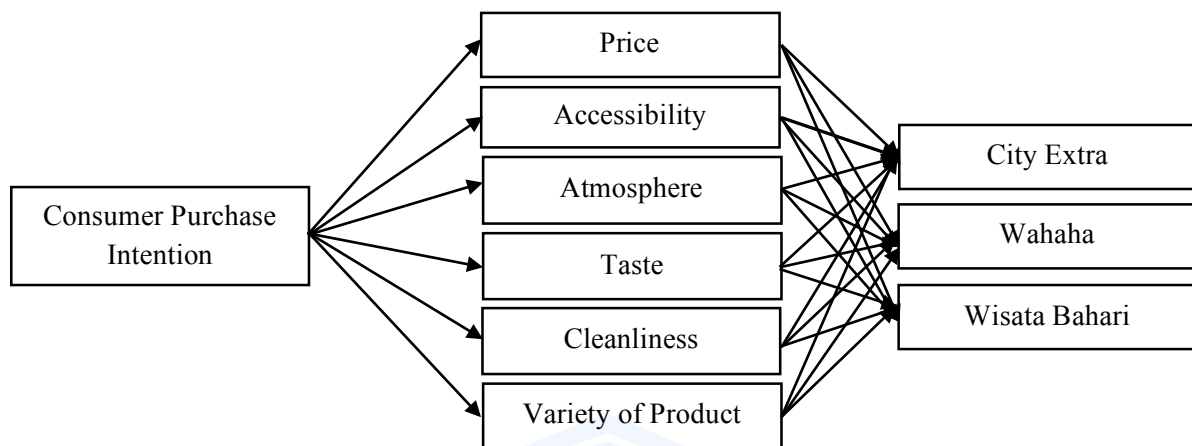


Figure 1. Conceptual Framework

Source: Data Processed (2018)

RESEARCH METHOD

Type of Research

This research used quantitative method. The method used in this research is Analytical Hierarchy Process (AHP).

Place and Time of Research

This research is conducted in Manado city. This research was conducted from January until February 2018.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics (Sekaran and Bougie, 2009:262). Population in this research is people in Manado who has been go to the three alternatives restaurant (City Extra, Wahaha, and Wisata Bahari).

Data Collection Method

The sampling design is purposive sampling. The sample of this research is all people that have experience at the three-big restaurant (City Extra, Wahaha, and Wisata Bahari) as many as 30 respondents

Operational Definition of Research Variable

1. Price in this research, the consumer that want a product with a cheap price from the restaurant.
2. Accessibility in this research is about the reachable location.
3. Atmosphere is including physical facilities, signs of information, music and scent of the restaurant.
4. Taste in this research is about the restaurant with a good taste will be more attract the consumer.
5. Cleanliness is how tasty the restaurant food, dish creative, and also the how the employee dressed.
6. Variety of Product means the food and beverage that the restaurant offered to the customers.

Data Analysis Method

Multi-Criteria Decision Making

Most decision making involves complicated procedures in which decision makers rank the alternatives of a choice according to multiple criteria (Saaty, 2008). There have been many studies that have provided solutions for complicated decision making including multiple criteria. Multiple criteria decision making (MCDM) refers to making decisions in the presence of multiple, usually conflicting, criteria. MCDM problems are common in everyday life.

Analytical Hierarchy Process

The Analytic Hierarchy Process (AHP) is due to Saaty (1980:55) and is often referred to, eponymously, as the Saaty method. It allows users to assess the relative weight of multiple criteria or multiple options against given criteria in an intuitive manner. In case quantitative ratings are not available, policy makers or assessors can still recognize whether one criterion is more important than another.

RESULT AND DISCUSSION

Result

The result of this research was obtained by using Analytical Hierarchy Process (AHP) by comparing three restaurant which are City Extra, Wahaha, and Wisata Bahari based on several criterion (price, accessibility, atmosphere, taste, cleanliness, and variety of product).

Analytical Hierarchy Process (AHP) Results

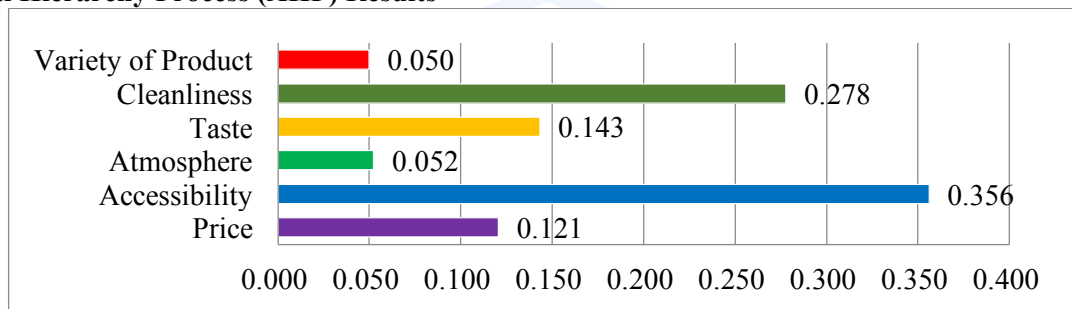


Figure 2. Analytical Hierarchy Process (AHP) Results

Source: Data Processed (2018)

Figure 2 show the highest score is accessibility (0.356), it means accessibility is the factor that have influence the most people to choose a restaurant among the others criteria. The second is cleanliness (0.278), taste is in third position with score 0,143, followed by price (0.121). The rest filled by atmosphere (0.052), and variety of product as the lowest score (0,050). As the overall inconsistency = 0.0605, it means the data comparison in this result is valid and consistent.

Result of Pair Wise Comparison of Price

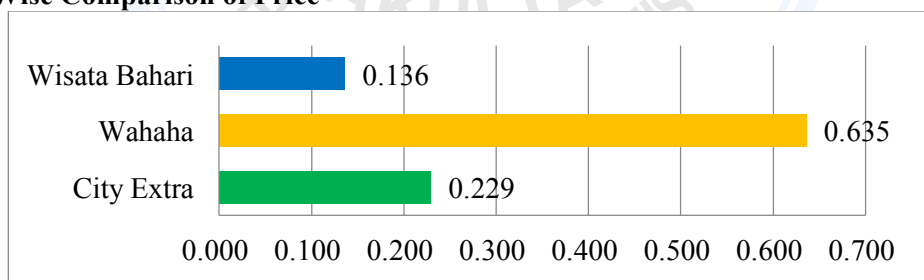


Figure 3. Result of Pair Wise Comparison of Price

Source: Data Processed (2018)

In Figure 3 about price shows that Wahaha is the most preferred by respondents (0.635), second is City Extra (0.229), followed by Wisata Bahari with the lowest score by respondents (0.136) and the overall inconsistency for result of price is (0.02515), it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Accessibility

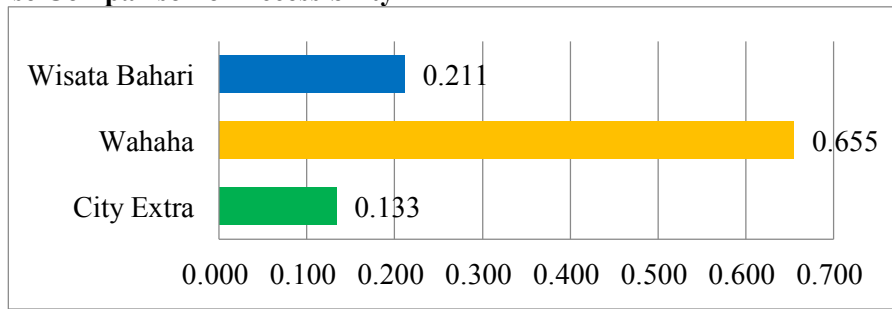


Figure 4. Result of Pair Wise Comparison of Accessibility

Source: Data Processed (2018)

In Figure 4 about accessibility shows that Wahaha is the most preferred by respondents (0.655), followed by Wisata Bahari (0.211) and City Extra with score 0.133, and the overall inconsistency for result of accessibility is 0.04661, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Atmosphere

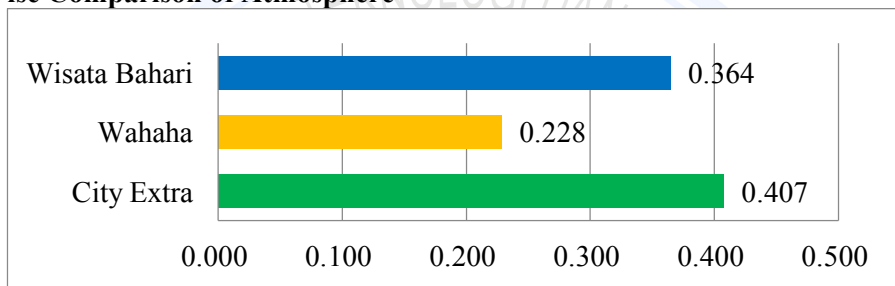


Figure 5. Result of Pair Wise Comparison of Atmosphere

Source: Data Processed (2018)

In Figure 5 about atmosphere shows that City Extra is the most preferred by respondents (0.407), followed by Wisata Bahari (0.364) and Wahaha with score 0.228, and the overall inconsistency for result of atmosphere is 0.01086, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Taste

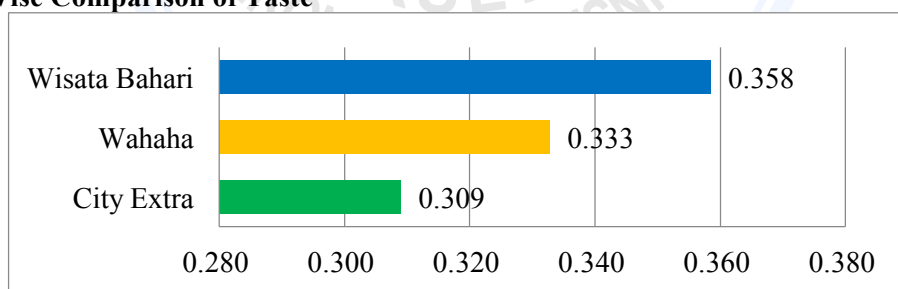


Figure 6. Result of Pair Wise Comparison of Taste

Source: Data Processed (2018)

In Figure 6 about taste shows that Wisata Bahari is the most preferred by respondents (0.358), followed by Wahaha (0.333) and City Extra with score 0.309, and the overall inconsistency for result of taste is 0.00477, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Cleanliness

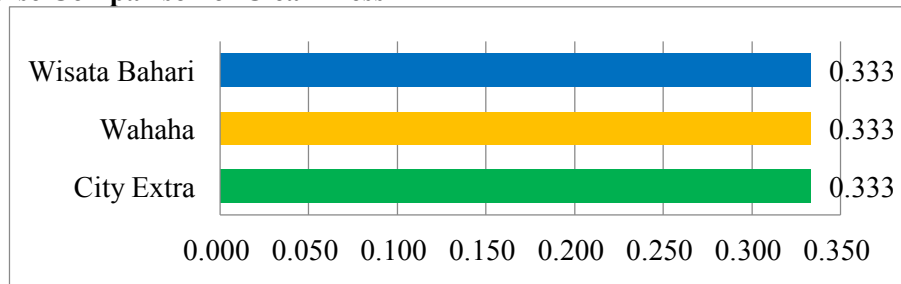


Figure 7. Result of Pair Wise Comparison of Cleanliness

Source: Data Processed (2018)

In Figure 7 about cleanliness shows that City Extra, Wahaha and Wisata Bahari has the same result (0,333) and the overall inconsistency for result of cleanliness is (0), it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Variety of Product

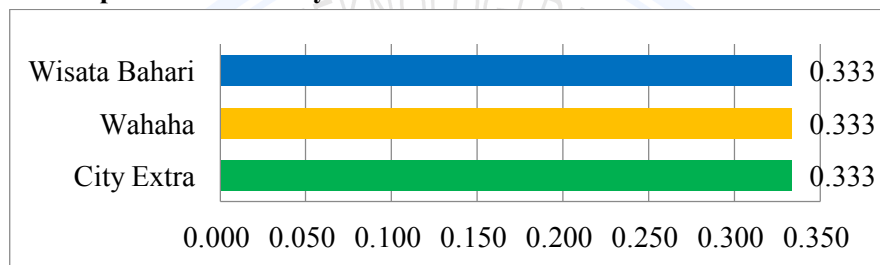


Figure 8. Result of Pair Wise Comparison of Variety of Product

Source: Data Processed (2018)

In Figure 8 about variety of product shows that City Extra, Wahaha and Wisata Bahari has the same result (0,333) and the overall inconsistency for result of variety of product is 0, it means the data comparison by respondents is valid and consistent.

Result of Analytical Hierarchy Process of Consumer Preferred Restaurant

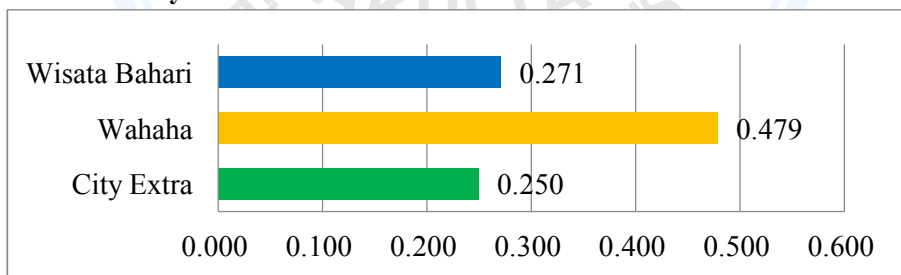


Figure 9. Result of Analytical Hierarchy Process of Consumer Preferred Restaurant

Source: Data Processed (2018)

Based on the observation, this research shows that people choose Wahaha as the most preferred Restaurant for them to go to eat among the other alternatives. Wahaha have the highest score with 0.479, in the second position is Wisata Bahari with score 0.271, and followed by City Extra in the last position with score 0.250. In this result the overall inconsistency indicated = 0.048, it shows that the comparison of data in this research is valid and consistent.

Discussion

Firstly, for the overall of main criteria (price, accessibility, atmosphere, taste, cleanliness, variety of product), based on Figure 2, the most important criteria that influence customer is accessibility. The restaurant should not be located in places with less strategic access that are rather hard to find. Moreover, customer of restaurant using their own vehicle, the restaurant should be placed in an easily accessible location as well as the public transport or the customers' vehicle. They certainly would not like restaurant with difficult access in the vehicle passed by, easily visible, easy access to transportation, and traffic smoothly. The respondents are those who already have an experience on each alternative provided which are the three-restaurant based on the requirement of using AHP method. So, in this research, according to the respondent, accessibility became the most preferred factor for the costumers in selecting the preferred restaurant in Manado City.

Second is cleanliness. When choose a restaurant, people must give an attention about the cleanliness, because it concerns with the people life. The first impression that the consumer seek is the cleanliness of the restaurant.

Third position is taste. Talking about restaurant, automatically it related with taste. Consumer will come again to that restaurant if they had a good taste. Otherwise, if the restaurant had a bad taste, the consumer will not come back to there.

Fourth is price. Have low price does not mean that the cheap one does not have good quality, so people nowadays look goods with low price and have good quality.

Next position is atmosphere. In selecting a restaurant, people also tend to choose a restaurant with good atmosphere. It will make them enjoy the foods. The view, the music inside the restaurant and the formation may be the consideration of consumers to come back.

The last position is variety of product. When talk about restaurant, not only talk about the taste, but it also related with the variety of product, if they have many variety of product or menu, it will satisfy the consumer. When the consumer feel satisfies, they will come back to the restaurant.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, then two conclusions can be purposed.

1. Based on six Based on six criteria (price, accessibility, atmosphere, taste, cleanliness, variety of product), there are top three criteria that has the most influence for consumer to choose Restaurants in Manado city. In the first place and got the highest total score goes to accessibility. According to the data comparison that developed in pairwise comparison of Analytical Hierarchy Process (AHP), accessibility become the most preferred criteria for consumer when choose Restaurant in Manado city. Second position of the highest score goes to cleanliness. Third position is for taste criteria. The data shows that accessibility, cleanliness and taste are the most important thing that influence consumer to choose a restaurant. The rest criteria that are price, atmosphere, and variety of product are not the main things that influence the consumers.
2. Based on the overall result that developed using Analytical Hierarchy Process (AHP), shows that Wahaha become the most preferred Restaurant in Manado City by the consumer with score 0.479, followed by Wisata Bahari (0,271) and City Extra in the last place with score 0,25.

Recommendation

There are several recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Accessibility, cleanliness and taste are the most important things that influence consumer in selecting a restaurant particularly in Manado. Therefore, every restaurant in Manado needs to pay attention seriously toward this factor. Consumer will seek a reachable accessibility with a clean restaurants and best taste for the foods and beverages. Actually, accessibility is relative because the living place of the consumer is different. But, from the data, Wahaha is the most preffered because it located in the middle of the town, which is the favorable place. That is why Wahaha more preferred than City Extra and Wisata Bahari in this research.
2. City Extra and Wisata Bahari as the competitors of Wahaha, have to improve their performance, adding more promotions and make some different thing which is unique or something that the competitors does not have.

It can attract more consumers, especially take attention for some criteria that make customer tend to choose Wahaha.

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