ANALISA PERBANDINGAN LINGKUNGAN FISIK, KUALITAS MAKANAN DAN KELAYAKAN HARGA ANTARA PELANGGAN PRIA DAN WANITA DARI RESTORAN-RESTORAN MAKANAN JEPANG DI MANADO TOWN SQUARE

COMPARATIVE ANALYSIS OF PHYSICAL ENVIRONMENT, FOOD QUALITY AND PRICE FAIRNESS BETWEEN MALE AND FEMALE CUSTOMERS OF JAPANESE FOOD RESTAURANTS IN MANADO TOWN SQUARE

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Abstrak: Perkembangan Industry restoran saat ini sementara bertumbuh dengan cepat di Indonesia yang berhasil pada perkembangan Restoran-restoran makanan jepang Ichiban Sushi, Marugame Udon. Torico dan Pepper Lunch adalah Restoran-restoran makanan jepang yang berlokasi di Manado Town Square yang bersaing untuk memberikan kepuasan pada pelanggan. Lingkungan Fisik, Kualitas Makanan dan Kelayakan Harga memiliki dampak pada kepuasan pelanggan yang akan mempengaruhi intensi pembelian dan mendapatkan keuntungan lebih. Tujuan dari penelitian ini adalah untuk menganalisa perbedeaan antara pelanggan pria dan wanita restoran-restoran makanan Jepang di Manado Town Square dilihat dari faktor Lingkungan Fisik, Kualitas Makanan dan Kelayakan Harga. Responden penelitian adalah 100 pelanggan dari restoran-restoran makanan jepang di Manado Town Square yang terdiri dari 50 pelanggan pria dan 50 pelanggan wanita. Dengan menggunakan Independent Sample t-Test hasilnya menunjukan bahwa ada perbedaan yang signifikan antara pelanggan pria dan wanita pada Kualitas Makanan dan Kelayakan Harga sementara pada Lingkungan Fisik tidak ditemukan adanya perbedaan yang signifikan. Untuk pengusaha restoran dan menejer, mereka harus membuat menu baru yang sesuai dengan pelanggan pria dan memperhatikan banyaknya makanan. Sehingga, harga yang ada akan menjadi lebih masuk akal untuk pelanggan. Mereka juga harus selalu memperbaharui tampilan fisik restoran mereka agar para pelanggan tidak akan merasa bosan dengan lingkungan restoran tersebut.

Kata kunci: *Lingkungan Fisik, Kualitas Makanan, Kelayakan Harga, Independent Sample t-Test, Restoran*

Abstract: *Development of restaurant industry is growing rapidly in Indonesia resulted in developing Japanese Food Restaurants. Ichiban Sushi, Marugame Udon, Torico and Pepper Lunch are Japanese Food Restaurants located in Manado Town Square compete to give satisfaction to the customers. Physical Environment, Food Quality and Price Fairness have impact to the Customer Satisfaction which affects the repurchase intention of the customers and gaining profit. The purpose of this research is to analyze the differences between male and female customers of Japanese food restaurants in Manado Town Square determined from factors such as Physical Environment, Food Quality and Price Fairness. The Respondents are 100 customers of Japanese Food Restaurants in Manado Town Square divided by 50 male and 50 female. By using Independent Sample t-Test it shows that there is significant difference between male and female customers in Food Quality and Price Fairness meanwhile there is no significant difference between male and female customers in Physical Environment. For restaurateurs and managers, they should create new menu which suit male customers and pay attention to the food quantity. Thus, the price will become reasonable for the customers. They should upgrade their physical appearance so the customers will not get bored with the environment.*

Keywords: *Physical Environment, Food Quality, Price Fairness, Independent Sample t-Test, Restaurant*

INTRODUCTION

Research Background

The development of Indonesian food and beverage industry continues to show positive performance. Food and beverage industry occupies a strategic position in the supply of prepared products that are safe, nutritious and qualified. Nowadays, with the rapid development of food and beverage industry causes Indonesia to have a lot of restaurants that serving national types of food. But, beside the national type of food, in Indonesia there are also restaurants that see the uniqueness of the food from other countries as a business opportunity, such as the Japanese Food Restaurant. The influence of Restaurant Industry that relies on Japanese food is also spread up to Manado.

There are some Japanese Food Restaurants in Manado such as Ichiban Sushi, Torico, Marugame Udon and Pepper Lunch Japanese Food Restaurant. Ichiban Sushi, Torico, Marugame Udon and Pepper Lunch Japanese Food Restaurant are competing with each other. These four restaurants are providing some varieties in their products and services in order to compete and to stand out among the others. They strive to provide the best possible service for customers with maintained food quality, a comfortable atmosphere environment and the prices match the quality and taste of the food. They did this in order to attract new customers, to keep the loyal customers and to maintain the customers' satisfaction. According to Keegan, W. J., S. E. Moriarty, and T. R. Duncan (1995:245) "Marketers believe that for almost every organization improving customer satisfaction will improve customer loyalty, which will in turn improve profit".

According to Magim and Parker, (2009) Physical Environment of restaurants plays a very vital role in customer satisfaction and return intention leading to increase in financial performance in restaurants. According to Peri (2006) Food Quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. And stated by Herrmann, A., Xia, L., Monroe, K. B., and Huber, F. (2007); Kaura, (2012) who found that price fairness had a significant positive effect on customer satisfaction.

Mittal and Kamakuraka (2001) found that the significant coefficient for sex indicates that women are more tolerant or have lower thresholds than men. That is why it is important to consider about gender in researching about customer satisfaction. In order to increase the sales rate, the customers need to be pleased and satisfied. That's why Physical Environment, Food Quality and Price Fairness are such a very important attributes for a restaurant in order to survive in the industry.

Research Objectives

The objectives of this research are:

1. To see if there is significant difference in Physical Environment between male and female customers of Japanese Food Restaurants in Manado Town Square.
2. To see if there is significant difference in Food Quality between male and female customers of Japanese Food Restaurants in Manado Town Square.
3. To see if there is significant difference in Price Fairness between male and female customers of Japanese Food Restaurants in Manado Town Square.

THEORETICAL FRAMEWORK

Marketing

According to Winer (2004), marketing is covering whenever a person or organization makes a choice among the various alternatives that have influence in the decision.This definition is based on several core concepts, such as: the needs, desires, and demands of products (goods, services, and ideas), value, cost and satisfaction, exchange and transactions, relationships and networks, markets and marketers, As well as prospects. Marketing is one of the main activities undertaken by entrepreneurs in maintaining the continuity of their business to grow and grow and gain profit as a measure of business success both in the form of profit and satisfaction.Success or failure in achieving business goals depends on the skill of the entrepreneur in the field of marketing.

Physical Environment

Physical environment has become an important aspect of the restaurant industry because in order to attract more customers, the first thing that people see from a restaurant is the physical surrounding. So it is very

important to provide a comfortable environment for the customers in order to gain more customers. Defined by Ryu & Jang (2007) The physical environment is an important determinant of consumer psychology (e.g., disconfirmation and satisfaction) and behavior (e.g., patronage and word-of-mouth) when a service is consumed primarily for hedonic purposes and when customers spend moderate to long time periods in the atmospheric place. The physical environment refers to the tangible, or material, objects and conditions that surround a business.

Food Quality

Food quality is the quality characteristics of food that is acceptable to consumers. Food quality is important because food consumers are susceptible to any form of contamination that may occur during the manufacturing process and the quality of the raw materials that affect the taste of the food offered, because when customers visit a restaurant they expect to be satisfied by the service and goods. Food Quality is a sensory property that includes appearance, taste, nutritional value (nutrient content), health benefit (functional ingredient) or safety chemical, physical, biological). The quality of food is deemed to be evaluated based on the taste, freshness, and how the food is being presented to customers. According to Namkung and Jang (2007) regarded food quality as a key factor that affects customers' overall evaluations toward a restaurant and repurchase intention.

Price Fairness

Price always becomes a sensitive topic when it comes to spending it for goods and services. It plays fundamental role instead influencing the buyer in making a decision. The price has to be reasonable for the food and acceptable for customers. If the same goods or service with the same quality offered with significant different price that it would be unfair to the customers. According to Beristain and Zorrilla (2011), the perception of a fair or affordable price has a positive impact on consumer brand associations. The customers will try to find the most affordable price or the best price to represent the product's value. According to Campbell (1999) considered price fairness as a key factor that influences brand image, and therefore, perceived price unfairness may lead to negative word of mouth and switching behavior. So the restaurant needs to balance between Physical environment, Food quality and Price Fairness in order to create customers satisfaction that leads to customer loyalty.

Customer Satisfaction

Customer Satisfaction is a measure of how products and services supplied by a company meet or surpass *customer* expectation. According to Vavra (2002) customer satisfaction and the definition also depend on the specificity of a given object so the author mentions that satisfaction may be of a product, decision, process, delivery terms, the use of experience as a store or company, organization, and prior to the purchase of available expertise and so on. Also it depends on what is purchased – the product or service. Thus, Customer satisfaction has become one of the most critical marketing priorities because it is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty.

**Gender and Customer Satisfaction**

There are a lot of differences between male and female personalities. The way they handle certain situations, the way they feel toward something can affecting them differently. That's why male and female has their own way when they react toward products or services. How to satisfy them are different because male and female sees things from different perspective. According to Babakus,Yavas 2008; Karatepe *et al.* (2006) Specifically, women process information in a more detailed fashion, while men use simple heuristics and process information based on few details. Accordingly, it can be argued that women place more emphasis on the dependability of service and accuracy of information. Women known for more accurate than men because they see things in detail, they want to know every details and pay attention to it, while men on the other hand prefer a more simple way when it comes to observing. Men tend to observe the overall thing rather than details. The way to satisfy male customers is not always same with the way to satisfy female customers. This differences make gender is an interesting thing to observe in order to see of how customer satisfaction applied on male and female.

Previous Researches

Ahmad A. Al-Tit (2015) The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention. The result of the study found a significant relationship between service quality and food quality and customer satisfaction. In addition, service quality has a positive influence on customer retention. Customer satisfaction has a positive influence on customer retention and mediates the relationship between service quality and customer retention. Jalal Hanaysha (2016) Testing the effects of Food Quality, Price Fairness, And Physical Environment on Customer Satisfaction in fast food Restaurant Industry. The findings indicated that food quality has a significant positive effect on customer satisfaction. Moreover, the findings revealed that price fairness and physical environment have significant positive effects on customer satisfaction.

Conceptual Framework

Figure 1- Conceptual Framework
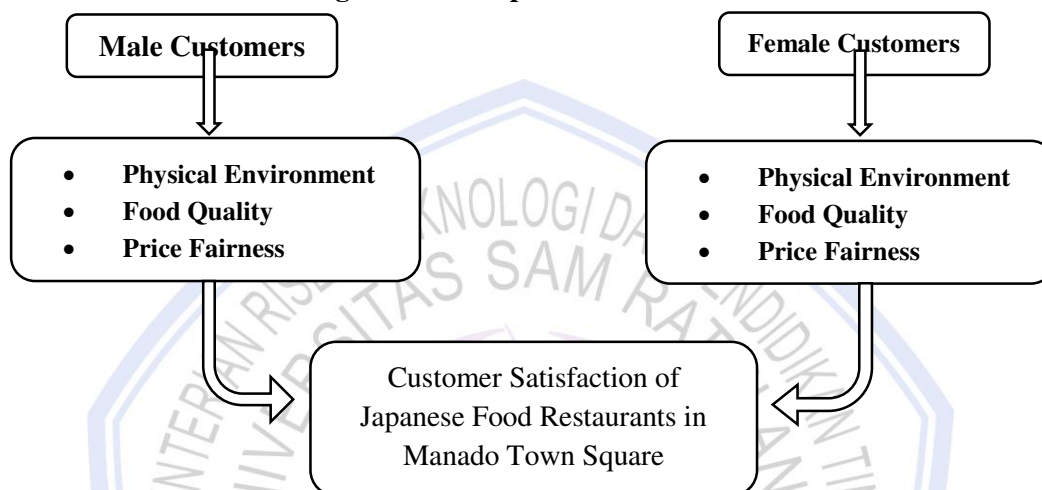
Research Hypothesis

This section will explain the hypothesis. The hypotheses of this research are:

H_0 : There is no significant difference in Physical Environment, Food Quality and Price Fairness between male and female Customers of Japanese Food Restaurants in Manado Town Square.

H_1 :There is significant difference in Physical Environment, Food Quality and Price Fairness between male and female Customers of Japanese Food Restaurants in Manado Town Square.

H_2 :There is significant difference in Food Quality between male and female Customers of Japanese Food Restaurants in Manado Town Square.

H_3 :There is significant difference in Price Fairness between male and female Customers of Japanese Food Restaurants in Manado Town Square.

RESEARCH METHOD

Type of Research

This research will be using quantitative method where it will be focused on gathering numerical data and generalized across groups of people. According to Mils and Bunt (2006) the fundamental purpose of quantitative research is to provide specific facts which can help decision maker an informed decision.

Place and Time of Research

The study is conducted in all Japanese Food Restaurants in Manado Town Square, Manado from February 2017 – July 2017.

Population and Sample

According to Sekaran and Bougie (2010), Population is the entire group of people, events, or things of interest that the researcher wishes to investigate. The population of this research is the Customers of Ichiban

Sushi, Torico, Marugame Udon and Pepper Lunch Japanese Food Restaurant in Manado Town Square. Based on the explanation above, the samples of this research are 100 customers of Japanese Food Restaurants in Manado Town Square and will be taken 50 male customers and 50 female customers.

Data Collection Method

All the data gathered in this research come one source which is primary data to make an appropriate result. Sekaran and Bougie (2009) wrote that primary data is data originated by the researcher specifically to address the research problem where this kind of data usually collected first-hand-experience and has not been published at any research. The primary data used in this research is the questionnaire that distributed to the customers of Japanese Food Restaurants in Manado Town Square. Secondary data is data collected for some purpose other than the problem The secondary data is taken from books, journals, and relevant literatures from library and internet.

Operational Definitions of Research Variables
1. Physical Environment is all of the objective physical factors that can be controlled by Ichiban Sushi, Torico, Marugame Udon and Pepper Lunch Japanese Food Restaurant to enhance (or constrain) employee and customer actions.
2. Food Quality is an important ingredient that should be provided by Ichiban Sushi, Torico, Marugame Udon and Pepper Lunch Japanese Food Restaurant in order to meet the needs and satisfaction of customers.
3. Price Fairness is consumers' overall assessments of whether the offered price of a product or service of Ichiban Sushi, Torico, Marugame Udon and Pepper Lunch Japanese Food Restaurant is really reasonable, and can be accepted or justified.

Measurement of Research Variables

These research variables will be measured using Likert scale as a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects.

Data Analysis Method
Validity and Reliability Testing

The validity test is defined as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random error. Then, in analyzing the validity of questionnaires, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. Reliability test is established by testing for both consistency and stability of the answer of questions. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran and Bougie, 2009).

Independent Sample t-Test

As a parametric test, the Independent Sample t Test is a statistical technique that compares the means of two independent groups in order to examine whether there is statistical evidence that the associated population means are significantly different. Bougie and Sekaran (2009) stated that this kind of data analysis is carried out to see if there are any significant differences in the means for two groups in the variable of interests. Ttest is also any statistical hypothesis test in which the statistical test has a *t* distribution if the null hypothesis is true. The Ttest is used to determine the effect of variable individually, considering the other variables remain constant. This test is done by comparing *t*value with table. The level of significance is 5% ($\alpha = 0.05$). If *t*value is greater than *t*table hypothesis is accepted.

RESULT AND DISCUSSION

Results
Normality Test

The data is normally distributed if the *p-value* or the significance level of the data is >0.05. Based on Kolmogorov-Smirnov test the significance level of the data of all variables is 0.090 and based on Shapiro-Wilk test the significance level of the data of all variables is 0.520. Both result shows that the significance level of the data is above 0.05 Thus it indicates that the null hypothesis is accepted which means the data is distributed normally.

Validity and Reliability

The value of Pearson Product Moment of all indicators of the variables such as Physical Environment, Food Quality and Price Fairness that used in this research is above 0.5. Therefore, all the statements are considered as valid. The value of Cronbach's Alpha of 3 variables used in this research is Physical Environment with 9 items is 0.942, Food Quality with 9 items is 0.868 and Price Fairness with 9 items is 0.902. In this research it shows that the Alpha Cronbach of the entire variables is higher than 0.6, meaning the data is considered as reliable.

Independent Sample t-Test
Table 1 – Independent Sample t-Test of Physical Environment

		Levene's Test for Equality of Variances		t-test for Equality of Means						
							Mean Differenc e	Std. Error Differenc e	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)			Lower	Upper
Physical Environment	Equal variances assumed	.462	.498	-2.579	98	.011	-2.680	1.039	-4.742	-.618
	Equal variances not assumed			-2.579	95.199	.011	-2.680	1.039	-4.743	-.617

Source: SPSS Output, 2017

Through the table shown above, we can see that the homogeneity resulted by using Levene's test for equality variances (Sig. of 0.498) is greater than 0.05, then it is confidence to interpreted the *t*. The table showed that the *t* equal to -2.579 with the degree of freedom (df) equal to 98 and the significance level is 0.011. So, because the value of Sig. (2-tailed) is less than 0.05, it can be concluded that the null hypotheses should be accepted and therefore there is no significant different between Male and Female Customers of Japanese Food Restaurants in Mantos in Physical Environment.

Table 2 – Independent Sample t-Test of Food Quality

		Levene's Test for Equality of Variances		t-test for Equality of Means						
							Mean Differenc e	Std. Error Differenc e	95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)			Lower	Upper
Food Quality	Equal variances assumed	2.885	.093	-1.579	98	.118	-1.400	.887	-3.160	.360

Equal variances not assumed	-1.579	93.676	.118	-1.400	.887	-3.161	.361

Source: SPSS Output, 2017

The table above indicates that the homogeneity resulted by using Levene's test for equality variances (Sig. of 0.093) is greater than 0.05, Thus, it is confidence to interpreted the *t*. The table showed that the *t* equal to -1.579 with the degree of freedom (df) equal to 98 and the significance level is 0.118. So, because the value of Sig. (2-tailed) is higher than 0.05, it can be concluded that the null hypotheses should be rejected and therefore there is significant different between Male and Female Customers of Japanese Food Restaurants in Mantos in Food Quality.

Table 3 – Independent Sample t-Test of Price Fairness

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness	Equal variances assumed	2.944	.089	-1.830	98	.070	-2.280	1.246	-4.752	.192
	Equal variances not assumed			-1.830	93.179	.070	-2.280	1.246	-4.754	.194

Source: SPSS Output, 2017

The result of the *t* test in Table 4.13 showed that the homogeneity which we can see in Sig. column is not less than 0.05 which is 0.089. Thus homogeneity test using Levene's Test for Equality of Variances confidents that *t* test can be interpreted. The table also showed that the *t* = -1.830, with 98 degree of freedom (df), and the significance level of 0.070. It can be concluded that because of the significance is greater than 0.05, therefore the hypotheses of there is significant different between Male and Female Customers of Japanese Food Restaurants in Mantos should be accepted.

Discussion

The result of the analysis using Independent sample *t* Test showed that there is no statistically prove to support the differentiation of Male and Female Customers in Physical Environment. In this study, Physical Environment is represented by numerous indicators that available in the restaurant such as: External Appearances, Interior Scheme, Type of Furnishing, Chair Arrangement, Linen/Tissue, Signs, Temperature, Lighting and Music. The result of the analysis using Independent sample *t* Test showed that there is statistically prove to support the differentiation of Male and Female Customers in Food Quality. In this study, Food Quality is represented by numerous indicators that usually become the benchmark of good quality food. The indicators are Presentation, Health or Nutritious, Freshness, Taste, Temperature and Menu Variety. The result of the analysis using Independent sample *t* Test showed that there is statistically prove to support the differentiation of Male and Female Customers in Price Fairness. In this study, Price Fairness is represented by some indicators which are: Reasonable, Acceptable and Justified.

CONCLUSION AND RECOMMENDATION

Conclusion

After the examination process of findings and discussion of results, the brief constructive conclusions based on the research are:
1. Result showed that there is no significant different between Male and Female Customers of Japanese Food Restaurants in Manado Town Square in Physical Environment. The company already realized the importance of Physical Environment as one of the most important factor to attract customers. Japanese Food Restaurants in Manado Town Square already providing a comfortable and appealing place for the customers that is why both Male and Female Customer feel satisfy with the environment of the restaurants.

2. Result showed that there is significant different between Male and Female Customers of Japanese Food Restaurants in Manado Town Square in Food Quality. Female customers show acceptance towards the Food Quality more than Male Customers. It seems like Japanese Food is more preferred by the Female Customers. It shows on the visiting frequency which more Female Customers visited Japanese Food Restaurants more than Male Customers. The company had served good quality of Japanese food but again not everyone seems satisfy and like the taste of the food.

3. Result showed that there is significant different between Male and Female Customers of Japanese Food Restaurants in Manado Town Square in Price Fairness. The prices of Japanese Food Restaurants in Manado Town square are quite varied. Although the customers already visited all Japanese Food Restaurants in Manado Town Square, it does not mean that Male and Female customers think the same way. Male customers think the overall prices in Japanese Food Restaurants in Manado Town Square are quite expensive meanwhile more Female Customers think the price is quite affordable. It is correlated with the Food Quality because Japanese Food is more preferred by Female Customers that is why Female Customers think the price is quite affordable.

Recommendation

The managers should study about what kind of external appearance that more attractive for Male Customers. It is also necessary to arrange the table and chairs so that the people can walk comfortably without concerning of touching something. A more Japanese look like furniture and decoration can also make a great impact to the customers because it makes the restaurant look more unique and always keep up with the trend and always upgrade their designs and interior in order to always customers feel refreshed every time they visit the restaurant. The cleanliness of the environment is also really important. One thing that make customers feel uncomfortable is when they visit the restaurant and the table are full with the leftover of previous customers, so it is important to immediately clean up the table after the customer go so the new customer will only get a clean table. It is manager's job to create more menu variety that suits the taste of people in Manado. Male Customers really want to spend their money for something that really makes them satisfy with the quantity of the food. It is good to try making some new menu such as Fusion Food. Fusion Food is essentially a mixing of food culture and cuisines and it is becoming a new trend in Restaurant industry. As for the female customers, they already feel satisfy with the overall Japanese food quality and taste. But in the future there is still a possibility they will get bored of the same menu. So it is very important for the managers and restaurants to always try make new variety that is inviting the customer. The most disturbing things about the price of Japanese food restaurants are the additional fee for service that the customers have to pay. Customers think it is not necessary to separate the additional fee for service because the price of the food is already kind of expensive compared with the portion of the food. Male customers feel more burdened about the price because in the first place Male Customers do not really like the taste as much as Female customers do. In addition, the little amount of portion and the expensive price make Male Customers will not prefer Japanese Food Restaurants to fulfill their needs besides trying for the first or second time. Thus in order to make Male Customers feel alright about the price, the managers should at least consider about the portion and the taste. The manager really should consider about the most affordable yet reasonable pricing.

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