ABSTRACT

Competition Analysis of Sundanese Restaurant Industry in Bogor

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The objective in this research: (1) To analyze the intensity of competition in sundanese restaurant industry in Bogor, (2) Analyzing consumer behavior of sundanese restaurant industry in Bogor, (3) To analyze the attributes of a restaurant that becomes strategic factor, in sundanese restaurant industry in Bogor, (4) to formulate strategic steps in winning the competition in sundanese restaurant industry in Bogor. Stages of data analysis (1) Analysis of Industry Competition Intensity, using Porter’s Five Forces, (2) consumer analysis, performed by (a) descriptive tabulations, (b) Thurstone analysis, is used to determine the order of attribute importance and scale differences between attributes. (3) cross tabulation analysis.

The intensity of competition sundanese restaurant industry in Bogor is high with a total value of 3.516. Of the five variables, three variables: threat of new entrants, threat of substitute products, and buyers haggling, the two variables is high and the competition among competitors and suppliers bargaining is at middle. Buyer bargaining power variable has the highest value. Buyers can be regarded as a strategic factor in a typical restaurant industry Sunda. Analysis of these views of consumer demographics, consumer behavior and preferences to attributes typical Sundanese restaurants.

Alternative strategies are formulated based on the analysis of variables that determine the intensity of industrial competition according to Porter and analysis of the typical consumer Sundanese restaurants. Sundanese restaurant should improve product quality, such as food and drinks taste and variety of foods and beverages. One way is by maintaining the quality of raw materials and maintain the hygiene of food products and beverages. Still provide menus other than typical Sundanese cuisine. Conduct continuous surveys of the selling price of similar products (comparative studies) and keeping prices remained competitive for consumers. The threat of new entrants can be overcome by enlarging the existing economic scale. The threat of substitute products can be overcome by setting a competitive price with product substitution. The number of competitors can upgrade the capacity of the restaurant and create a particular characteristic that distinguishes the Sunda another typical restaurant. Strong cooperation with suppliers can be done to avoid the threat of forward integration by suppliers.

Keywords: Strategy, Competition, Sundanese Restaurant Industry, Porter’s Five Forces, Bogor