ABSTRACT

CONSUMER PREFERENCE ANALYSIS OF SEAFOOD RESTAURANT

Case Study: Rasane Seafood Restaurant

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The main objectives of this study were to determine many factors that influenced Rasane seafood restaurant businesses. Specifically, the study sought to answer the following questions: 1) what are the customer’s characteristics of Rasane seafood restaurant?; 2) what are the consumer preference of restaurant seafood products; 3) what are the factors mostly considered by customers to come to a restaurant?; 4) what are the marketing strategy that could be recommended to Rasane management to attract new customers? The study utilized the descriptive case study of which convenience sampling method was used. It was conducted among 125 respondents of Rasane customers. One set of questionnaire was used as main instrument of the study. An interview was also conducted to follow-up answers to the questionnaires. The Slovin's formula was employed to determine the number of respondents from population to be included in the study. Frequency distribution and percentages were used for the descriptive analysis of the data. The SPSS (Statistical Package for the Social Science), Minitab and Microsoft Excel softwares were used to determine the extent of relationship between variables. Customer preference was analyzed using conjoint method whereby restaurant satisfaction factor was analyzed using diagonal analysis.

Majority of the respondents are between 31-40 years old, are males, are employees or businessman, and graduated from senior high school or university.

The suggestions and recommendations cited by the respondents are recommended in the study. The management short term strategy are: 1) should provide differentiation of seafood product based on fish; 2) should be continuously in promoting Rasane to reach the recommended level from customers, suppliers, mass media, and competitors. For Long term strategy management should provide a periodic study of consumer behavior and finding a good location for new restaurant. The next study that could be recommended to Rasane management is to conduct a research of consumer behavior in term of consumer spending tips or analyzing the effectiveness of various promotion program that attract customers to come in the restaurant industry.