

FACTORS CONSIDERED BY CONSUMERS IN TAKING PRODUCT PURCHASE DECISIONS IN KOREAN RESTAURANT KIRIN KIMBAP MALANG CITY

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ABSTRACT

Increased competition in the culinary business has resulted in more choices for consumers, one of which is in choosing restaurants. The restaurant management must be able to understand what factors are considered consumers in buying products in a restaurant. Also, restaurants that have more than one outlet must be able to understand the characteristics of consumers at each outlet. This study aims to determine what factors are considered by consumers in making product purchase decisions in Korean restaurants Kirin Kimbap Malang, the dominant factors considered by consumers in making product purchase decisions in Korean restaurants Kirin Kimbap Malang, and differences in consumer purchasing decisions between Korean restaurants Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan Malang. This research is classified into ex post facto research with a quantitative approach. The population in this study were Korean restaurant consumers Kirin Kimbap in Malang City including Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan Malang. The sample in this study amounted to 150 respondents, were at each Kirin Kimbap outlet totaled 50 respondents. The analysis technique used is confirmatory factor analysis and one way ANOVA. The results of this study indicate that 1) product, price, location, promotion, service, and dining experience are factors that consumers consider in making product purchase decisions in Korean restaurants Kirin Kimbap Malang 2) Service factors are the dominant factors consumers consider taking product purchase decisions at the Kirin Kimbap Korean restaurant Malang City 3) there is no difference in consumer purchasing decisions between the Korean restaurant Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan Malang.

Keywords: Purchasing decision factors, consumer characteristics, Korean restaurants

INTRODUCTION

Globalization has reduced geographical and cultural boundaries, thereby opening up access to foreign cultures and lifestyles in Indonesia. The impact of globalization causes increasingly similar consumer behavior between consumers with other consumers (Sumarwan, 2011: 7). The phenomenon of globalization that occurs in Indonesia is the entry of Korean pop culture or better known as Korean fever or Korean wave. The amount of Korean wave can influence lifestyles, especially teenagers and young people. One form of manifestation of Korean cultural consumption activities can be seen from food. Nowadays, more and more Korean restaurants are appearing in Malang. This causes more choices for consumers in choosing restaurants. Therefore, businesses including Kirin Kimbap need to understand the factors that consumers consider in purchasing and know the characteristics of consumers. According to Berkowitz, et al (1989: 95) factors that influence consumer decisions in purchasing include psychological factors, situation factors, socio-cultural factors, and marketing mix factors. In this study, there are six factors considered in making a purchase decision including product, price, location, promotion, service, and dining experience factors.

Product attributes play an important role in the consumer decision making process because consumers evaluate and compare competitive products based on product attributes (Akpoyomare et al, 2012). By being close, marketers use product attributes to differentiate between their products and competitors, and also develop positioning strategies based on unique and relevant attributes. Sriwongrat (2008: 12) states the elements of food quality include unique ingredients, menu variations, appearance and presentation, healthy food choices, and familiar foods.

Price is a financial value that consumers must pay to buy a product. Consumers often process price information actively and translate prices based on knowledge, previous purchasing experience, formal and informal communication, and other factors. Purchasing decisions are based on how consumers consider current prices. In setting prices, companies must decide where the company will position its products based on quality and price. Jani and Han (2011: 1013) state that restaurant owners can use a comparative marketing strategy that will lead customers to understand the price of restaurant food so that the price is reasonable and appropriate compared to other restaurants.

Location distance can also influence consumer purchase selection. Consumers have cognitive maps of a city. Factors such as parking spaces and easy travel to locations can make distances appear shorter or longer than they are. Cullen (2005: 63) shows that Dublin consumer preferences for Italian and Chinese-style restaurants identify the location as one of the main variables or important attributes used by consumers in choosing restaurants. The location of the restaurant that is close to the residence becomes a consideration of consumers in choosing a restaurant.

Promotions are all types of marketing activities aimed at driving consumer demand for products offered by producers or sellers. Marketing communication is used by service companies to inform, persuade, and remind consumers. According to Mill (in Sriwongrat, 2008: 17) marketing communication used by restaurant owners are advertising, sales promotion, and publicity. Advertising includes any form of non-personal presentation and promotion of ideas, goods, or paid services by identified sponsors. Advertising can be in the form of television, newspapers, radio, magazines, and the internet. Recommendations from a friend, family, or influencer can also contribute to the decision of consumers to buy products. Sales

promotions such as special offers and discounts can act as short-term incentives that motivate consumers or buyers to choose certain service providers.

According to Jani and Han (2011: 1008) measurement indicators in service performance include employee friendliness, attitudes of employee attention to customer needs, employee seriousness in providing services, the ability of employees to provide efficient services, and employee services in meeting the needs and expectations of consumers. Attractive employee appearance, friendliness in greeting customers, as well as the honesty or accuracy of cashiers in payment transactions can affect customer satisfaction (Bangsawan, 2015: 50).

From an experiential perspective, consumers are not always based on rational reasons for making product purchase decisions. Often consumers buy a product for reasons for excitement or desired emotion (Sumarwan, 2011). Consumers have a curiosity about new things, including experiencing new foods and a new atmosphere in a restaurant (Peters, 2005). Dining in a restaurant offers an emotional experience for consumers. Consumers go to restaurants to look for different eating experiences from their daily meals at home (Turgeon & Pastinelli, 2002). Sriwongrat (2008: 29) suggests eating experiences include different dining experiences, cultural learning, restaurant atmosphere, and restaurant design.

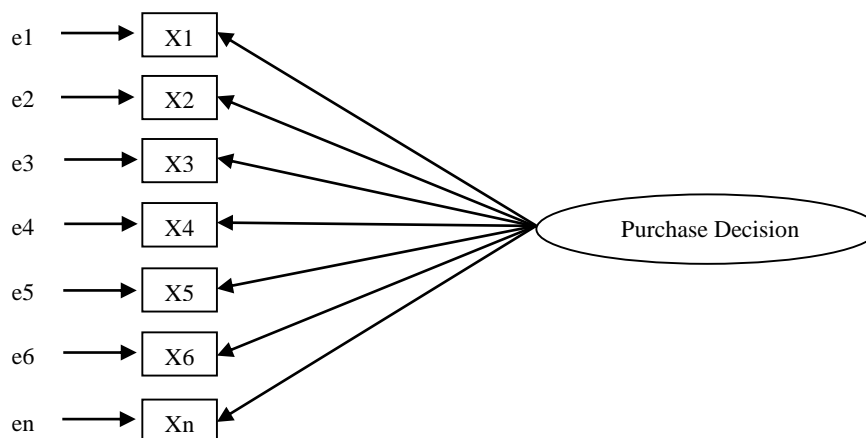
This study aims to determine what factors are considered by consumers in making product purchase decisions in Korean restaurants Kirin Kimbap Malang, the dominant factors considered by consumers in making product purchase decisions in Korean restaurants Kirin Kimbap Malang, and differences in consumer purchasing decisions between Korean restaurants Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan Malang.

RESEARCH METHODS

Research Model and Hypothesis

Based on the type, this research is classified into ex post facto research with a quantitative approach that is observing events that have occurred. This study also analyzes the factors considered in the observed variables using confirmatory factor analysis. In this study, the purchasing decision factors are broken down into six variables that determine them including product, price, location, promotion, service, and dining experience.

Figure 1: Research Framework



Information:

e1 - en = error

X1 = Product

X2 = Price

X3 = Location

X4 = Promotion

X5 = Service

X6 = Dining experience

Xn = Other factors outside the study

This study also tested the average difference or hypothesis testing used to compare the null hypothesis (H0) and the alternative hypothesis (Ha). Testing the hypothesis in this study using one way ANOVA. This is because in this study will compare the characteristics of consumers from the three Kirin Kimbap outlets in Malang City (Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar) based on purchase decision factors. The hypothesis proposed in this study is as follows.

H0: There is no difference in the characteristics of consumers Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan based on the purchase decision factor.

H1: There are differences in consumer characteristics between Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan based on purchasing decision factors.

Data Collecting

This study uses data collection techniques such as questionnaires. In collecting data through this questionnaire method, researchers will make direct contact by giving questionnaires directly to respondents, such as Korean restaurant consumers Kirin Kimbap in Malang City who have made previous purchases. The questionnaire is given after the consumer has finished making an order. The total number of respondents at the three Kirin Kimbap outlets totaled 150 including 50 Kirin Kalpataru outlet respondents, 50 Kirin Express Sawojajar respondents, and 50 Kirin Express Bendungan Riam Kanan respondents.

RESULTS

Validity Test

Said to be valid if the questionnaire can measure what should be measured and not deviate from the intended image. Criteria are valid if $r_{count} > r_{table}$ in testing the validity of 30 respondents (N as many as 30) so that the r_{table} is 0,3610. Conversely, if $r_{count} < r_{table}$, the tryout results are said to be invalid. The validity test results can be seen in table 1.

Table 1: Validity Test

Factors	Item	Sig	Total Pearson Correlation	r table	Result
Product	Item 1	0,05	0,749	0,361	Valid
	Item 2	0,05	0,859	0,361	Valid
	Item 3	0,05	0,726	0,361	Valid
	Item 4	0,05	0,817	0,361	Valid
	Item 5	0,05	0,634	0,361	Valid
Price	Item 6	0,05	0,819	0,361	Valid
	Item 7	0,05	0,761	0,361	Valid
	Item 8	0,05	0,727	0,361	Valid
Location	Item 9	0,05	0,777	0,361	Valid
	Item 10	0,05	0,873	0,361	Valid
	Item 11	0,05	0,688	0,361	Valid
Promotion	Item 12	0,05	0,745	0,361	Valid
	Item 13	0,05	0,796	0,361	Valid
	Item 14	0,05	0,731	0,361	Valid
Service	Item 15	0,05	0,678	0,361	Valid
	Item 16	0,05	0,579	0,361	Valid
	Item 17	0,05	0,725	0,361	Valid
	Item 18	0,05	0,730	0,361	Valid
	Item 19	0,05	0,485	0,361	Valid
	Item 20	0,05	0,690	0,361	Valid
	Item 21	0,05	0,397	0,361	Valid
	Item 22	0,05	0,579	0,361	Valid
Dining Experience	Item 23	0,05	0,597	0,361	Valid
	Item 24	0,05	0,820	0,361	Valid
	Item 25	0,05	0,749	0,361	Valid
	Item 26	0,05	0,868	0,361	Valid

Reliability Test

Reliable instruments are instruments that, if used several times to measure the same object, will produce the same data. Reliability is related to the understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is already good. An instrument can be said to be reliable if it has a reliability coefficient of 0,6 or more. The reliability test results can be seen in table 2.

Table 2: Reliability Test

Factors	Cronbach's Alpha	Reliability Criteria	Result
Product	0,814	$\geq 0,600$	Reliable
Price	0,635	$\geq 0,600$	Reliable
Location	0,647	$\geq 0,600$	Reliable
Promotion	0,619	$\geq 0,600$	Reliable
Service	0,702	$\geq 0,600$	Reliable
Dining Experience	0,757	$\geq 0,600$	Reliable

Demographic Characteristics of Respondents

Respondents in this study amounted to 150 Kirin Kimbap consumers in Malang City including 50 Kirin Kalpataru respondents, 50 Kirin Express Bendungan Riam Kanan respondents, and 50 Kirin Express Sawojajar respondents. The results of the description of the characteristics of respondents as can be seen in table 3.

Table 3: Demographic Characteristics of Respondents

Demographic Characteristics	Outlets			Total
	Kirin Kalpataru	Kirin Express Sawojajar	Kirin Express Riam Kanan	
Gender				
Female	42	45	43	130
Male	8	5	7	20
Age				
<17 years	2	6	1	9
17-25 years	31	24	34	89
26-30 years	9	8	13	30
31-36 years	7	10	2	19
>36 years	1	2	0	3
Profession				
Student	33	21	29	83
Civil Servants	5	1	2	8
Private Employees	10	12	13	35
Entrepreneur	1	7	4	12
Etc	1	9	2	12
Income Per Month				
<Rp 1.000.000	25	20	20	65
Rp 1.000.000 – Rp 3.000.000	14	20	24	58
Rp 3.000.000 – Rp 5.000.000	9	7	4	20
>Rp 5.000.000	2	3	2	7

The results of the characteristics of 150 respondents by gender indicate the majority of respondents are female with a total of 130 respondents. Based on age, the majority of respondents aged 17-25 years with a total of 89 respondents. Based on work, the majority of respondents as students with a total of 83 respondents. Based on monthly income, the majority of respondents have monthly income <Rp 1,000,000 (65 respondents) and monthly income of Rp 3.000.000 - Rp 5.000.000 (58 respondents).

Descriptive Analysis

Table 4: Descriptive Analysis

Factors	Indicator	Item	Mean	Grand Mean
Product	Taste	Item 1	4,10	4,02
	Ingredients	Item 2	3,93	
	Menu variety	Item 3	4,31	
	Healthy food choices	Item 4	3,67	
	Food appearance	Item 5	4,09	
Price	Affordable price	Item 6	3,69	3,82
	Competitive price	Item 7	3,79	
	Price according to quality	Item 8	3,99	
Location	Reachable	Item 9	3,89	3,66
	Close to residence	Item 10	3,27	
	Close to crowd and public facilities	Item 11	3,81	
Promotion	Recommendations from others	Item 12	3,87	3,54
	Advertisement	Item 13	3,51	
	Discount	Item 14	3,25	
Service	Restaurant facilities	Item 15	3,71	3,94
	Employee hospitality	Item 16	4,08	
	Employee attention	Item 17	3,94	
	Employee competency	Item 18	3,91	
	Employee knowledge	Item 19	4,05	
	Employee skills	Item 20	4,02	
	Speed of service	Item 21	3,72	
Dining Experience	Accuracy of chasier in payment transaction	Item 22	4,08	3,54
	Different dining experiences	Item 23	3,99	
	Different cultural experiences	Item 24	3,27	
	Restaurant atmosphere	Item 25	3,51	
	Restaurant design	Item 26	3,37	

Confirmatory Factor Analysis

KMO MSA value of 0,881 (KMO MSA value > 0,5). Barlett's Test value indicates a significance value of 0,000 (significance value of Barlett's Test < 0,05) which meets the factor analysis requirements. All items have an MSA value \geq 0,5 which means that the item is eligible to be analyzed. Factor analysis was repeated by deleting item 12 (PR1), which is a recommendation of friends/family. Table 3 shows the eigenvalues of each factor and the factor loading value of all items.

Table 5: Confirmatory Factor Analysis

Factors	Eigenvalues	Item	Factor Loading
Service (Component 1)	9,057	Employee hospitality (PL2)	.775
		Employee attention (PL3)	.790
		Employee competency (PL4)	.786
		Employee knowledge (PL5)	.850
		Employee skills (PL6)	.816
		Accuracy of cashier in payment transaction (PL8)	.556
Dining Experience (Component 2)	2,045	Different dining experiences (PM1)	.632
		Different cultural experiences (PM2)	.731
		Restaurant atmosphere (PM3)	.766
		Restaurant design (PM4)	.807
		Restaurant facilities (PL1)	.499
		Speed of service (PL7)	.425
Product (Component 3)	1,898	Taste (P1)	.781
		Ingredients (P2)	.670
		Menu variety (P3)	.637
		Healthy food choices (P4)	.683
		Food appearance (P5)	.644
Price (Component 4)	1,524	Affordable price (H1)	.772
		Competitive price (H2)	.846
		Price according to quality (H3)	.675
Location (Component 5)	1,305	Reachable (L1)	.731
		Close to residence (L2)	.826
		Close to crowd and public facilities (L3)	.679
Promotion (Component 6)	1,066	Recommendations from others (PR2)	.589
		Advertisement (PR3)	.793

Overall, the six factors can explain the variance of 67,582%. This shows the product, price, location, promotion, service, and dining experience are factors that involve consumers in making product purchase decisions at Kirin Kimbap Korean Restaurant Malang.

Hypothesis Testing

For different tests, the data are grouped into 3 sections according to Kirin Kimbap outlets in Malang City including Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar. Later it can be seen whether there are differences in each factor (product, price, location, promotion, service, and dining experience) between the three Kirin Kimbap outlets in Malang. Because in this study distinguishes between 3 groups (3 outlets), the test equipment used is one way ANOVA.

Table 6: Anova

Factors	Mean			Result	
	Kalpataru	Sawojajar	Riam Kanan	F Value	Sig.
Product	20,30	19,94	20,06	0,281	0,756
Price	11,68	11,30	11,42	0,436	0,647
Location	10,84	11,70	10,36	4,168	0,17
Promotion	6,60	6,82	6,88	0,445	0,641
Service	24,44	23,96	23,84	0,556	0,575
Dining experience	21,20	22,02	21,48	0,741	0,478

Based on table 4 it can be seen that first, for the product factor the calculated F value <F table (0,281 < 3,06) and significance > 0,05 (0,756 > 0,05), then H0 is accepted. Thus, it can be concluded that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar based on product factors. Second, for the price factor the calculated F value <F table (0,436 < 3,06) and significance > 0,05 (0,647 > 0,05), then H0 is accepted. Thus, it can be concluded that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar based on price factors.

Third, for the location factor F value > F table (4,168 > 3,06) but the significance value > 0,05 (0,17 > 0,05), then H0 is accepted. Thus, it can be concluded that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar based on location factors. Fourth, for the promotion factor the F value is calculated <F table (0,445 < 3,06) and significance > 0,05 (0,641 > 0,05), then H0 is accepted. Thus, it can be concluded

that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar based on promotion factors.

Fifth, for the service factor the F value is calculated $\langle F \text{ table } (0,556 \langle 3,06) \text{ and significance } \rangle 0,05 (0,575 \rangle 0,05)$, then H_0 is accepted. Thus, it can be concluded that there is no difference in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar based on service factors. Sixth, for the dining experience factor, the calculated F value $\langle F \text{ table } (0,741 \langle 3,06) \text{ and significance } \rangle 0,05 (0,478 \rangle 0,05)$, then H_0 is accepted. Thus, it can be concluded that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungana Riam Kanan, and Kirin Express Sawojajar based on dining experience factors.

Thus, it can be concluded that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Bendungan Riam Kanan, and Kirin Express Sawojajar based on purchase decision factors.

DISCUSSION

Factors Considered Consumers in Making Purchasing Decisions

The results of the factor analysis show that there are six factors that consumers consider in making a product purchase decision in Kirin Kimbap, Malang. The six factors will be explained from the highest to lowest eigenvalues in sequence as follows. The service factor ranks first with the highest eigenvalue of 9,057. That is, the service factor is the dominant factor that consumers consider in making product purchase decisions in Kirin Kimbap, Malang. In the restaurant industry, consumers not only evaluate the quality of their food products but also evaluate the quality of service while consumers are in restaurants (Liu and Jang, 2009). Thus, service is one of the core factors that determine consumers to behave, including making purchasing decisions. Restaurant owners should direct attention to the services offered by the company through employee interaction. The intended employee interactions are related to friendly behavior, caring, serious, efficient, and meeting the needs and expectations of customers (Jani and Han, 2011).

Items that have the greatest factor loading value are employee knowledge. Especially Kirin Kimbap employees in the cashier section, because the cashier was the first to make direct contact with consumers. In addition to having a role in payment transactions, cashiers at Kirin Kimbap also need to know what products are offered at Kirin Kimbap. This is because some consumers ask for product composition in general. Employees who make contact with customers represent a company and have a role in helping to define products and promote products directly to consumers (Njite, 2008). The interactive nature of the restaurant business intensifies the importance of employees and their behavior in the process of interacting with consumers. The way employees provide services is very important in determining consumer perceptions about restaurants and brands in general. This shows that managers must focus on training and recruiting qualified employees. Thus, employees are expected to have a positive work attitude.

The dining experience factor ranks second with an eigenvalue of 2,045. From an experimental perspective, consumers are not always based on rational decisions in making product purchasing decisions. Often consumers buy a reason for excitement before the desired product is sent (Sumarwan, 2011). Consumers have a curiosity about new things, including new food and a new atmosphere in a restaurant (Peters, 2005). Dining in a restaurant offers an emotional experience for consumers. Consumers go to restaurants to look for different eating experiences from their daily meals at home (Turgeon & Pastinelli, 2002).

The item that has the biggest loading factor value is the restaurant design. Regarding dining experience, attractive restaurant design is the main thing that consumers consider. Improvements to interior design settings, proper lighting, and color will help produce a good dining experience (Canny, 2014). For Kirin Kalapataru (Kirin center), closed room design and dominant pastel colors. This pastel color selection gives a relaxed and pleasant impression. The addition of several unique trinkets also adds the thickness of Korean nuances in the room. In addition, consumers are also presented with Korean music. Meanwhile, at Kirin Express is designed with an open space. This is because the places to eat at Kirin Express become one with other restaurant outlets. Some consumers prefer a pleasant and innovative environment to food or service from a restaurant (Canny, 2014).

The product factor ranks third with an eigenvalue of 1,898. Product attributes play an important role in the consumer decision making process because consumers evaluate and compare competitive products based on product attributes (Akpoyomare et al, 2012). The quality of food products is considered as the most important attribute that influences consumer decisions in choosing restaurants in many studies on the behavior of restaurant selection by consumers.

Food taste is the most important attribute for consumers in choosing Chinese restaurants (Lin and Jang, 2009). Food quality, menu variation, and food taste are also the main determinants of consumers in choosing restaurants (Alonso, 2013). In this research, the item which has the biggest factor loading value is taste. Regarding products, taste is the main thing that consumers consider. This means that respondents agree that the taste of Kirin Kimbap food is not only unique but also has a good taste. Regarding the taste of food, Kirin Kimbap adjusts food recipes to the tongue of Indonesian consumers without reducing the originality of the taste of Korean food.

The price factor ranks fourth with an eigenvalue of 1,524. In general, before making a purchase, consumers always pay attention to product prices as a factor in purchasing decisions (Bangsawan, 2015). Items that have the biggest factor loading value are competitive prices. Regarding prices, competitive prices are the main things that consumers consider. In creating prices that are considered profitable, restaurant owners can use a comparative marketing strategy that will lead consumers to understand that restaurant food prices are reasonable and appropriate when compared to other restaurants (Jani and Han, 2011).

In addition, consumers are looking for good quality food and service at reasonable prices. This reflects that consumers evaluate value based on relative prices for product or service quality rather than absolute prices (Ha and Jang, 2013). Consumers also consider prices based on the benefits of products and services consumers obtain, and consider the prices of alternative services owned by competitors (Sunyoto and Susanti, 2015). Each Kirin Kimbap menu is priced differently from Rp. 18.000 to Rp. 37.500 per position. With the product price set by Kirin Kimbap, it shows that the price offered is affordable and in accordance with the Kirin Kimbap market segment. Kirin Kimbap market segment is young consumers with an age range of 17-25 years who are students.

The location factor ranks fifth with an eigenvalue of 1,305. Consumers have expectations for restaurants to provide conveniences such as providing an efficient location. Therefore, the right location and easily accessible is one aspect that consumers consider in choosing a restaurant (Njite, 2008).

Items that have the greatest factor loading value are close to where consumers live. Regarding location, close to where consumers live is the main thing that consumers consider. Consumer groups with an age range of 20-29 years will not choose restaurants more than 10 miles away (Cullen, 2005). In this study, related to location, close to where consumers live is the main thing that consumers consider. Kirin Kimbap has three outlets located in three different locations in Malang including Jl. Kalpataru No.40, Jl. Bendungan Riam Kanan No.11, and Jl Maninjau Raya No.169. Kirin Kimbap site selection considers proximity to consumers. It is known that the majority of Kirin Kimbap consumers are students. Therefore, the location of Kirin Kimbap is close to several universities in Malang.

The promotion factor ranks sixth with an eigenvalue of 1,066. There are two items in the promotion factor. Food product marketers can increase purchases of certain products by using customized marketing communication instruments, one of which is sales promotion (Tirelli and Ruiz, 2014).

Items that have the biggest factor loading value are discounts. Related to promotions, discounts offered by Kirin Kimbap are the main things that consumers consider when making a purchase. Sales promotions, such as special offers and discounts can be a short-term incentive that motivates consumers to choose certain service providers (Sriwongrat, 2008). With the promotion of coupons, restaurants that sell high-priced products receive greater benefits compared to restaurants that sell low-priced products (Jackson et al, 2004). Every month, Kirin Kimbap offers different discounts at all three outlets. Apart from discounts, advertising is also an aspect that consumers consider when making a purchase. Kirin Kimbap advertises its products through Instagram social media. The selection of social media is appropriate for advertising because the majority of social media users match the majority of Kirin Kimbap consumers, young consumers.

Differences in Consumer Characteristics between The Three Kirin Kimbap Outlets Based on Purchasing Decision Factors

One way ANOVA test results showed no difference in the characteristics of consumers Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan based on purchase decision factors. Purchasing decisions are also influenced by personal characteristics such as age and stages of the life cycle, work, economic conditions, lifestyle, and personality of the buyer (Indrawati, 2017). The results of the description of the characteristics of respondents in this study based on gender, age, occupation, and income per month of the respondent. First, the majority of respondents at the three Kirin Kimbap outlets are women. Second, the majority of respondents in all three outlets with an age range of 17-25 years. Third, the majority of respondents at the three outlets are students. Fourth, the majority of respondents in the three outlets with income <Rp 1.000.000 and Rp 1.000.000 - Rp 3.000.000.

There is no difference in the characteristics of consumers Kirin Kalpataru, Kirin Express Sawojajar, and Kirin Express Bendungan Riam Kanan based on purchasing decision factors due to the similarity of respondents' characteristics at the three Kirin Kimbap outlets based on gender, age, occupation, and income per month. This shows that the market segments at the three Kirin Kimbap outlets are the same, namely female students with an age range of 17-25 years and monthly income > Rp 1.000.000 and Rp 1.000.000 - Rp 3.000.000. The similarity in the characteristics of consumers at these three outlets gives rise to a common tendency and response to purchasing decision factors (product, price, location, promotion, service, and dining experience).

CONCLUSION

The results of the factor analysis show that the product, price, location, promotion, service, and dining experience are factors that consumers consider in making product purchase decisions at the Kirin Kimbap Korean Restaurant in Malang. Overall the six factors can explain the variance of 67,582%. The dominant factor that consumers consider in making product purchase decisions at Kirin Kimbap Korean Restaurant Malang is the service factor. While the different test results indicate that there are no differences in consumer characteristics between Kirin Kalpataru, Kirin Express Riam Kanan, and Kirin Express Sawojajar based on purchase decision factors.

Based on the results of factor analysis, items that have the smallest factor loading value are items regarding service speed with a factor loading value of 0.425. There are a number of suggestions that might be taken into consideration for Kirin Kimbap restaurants regarding the speed of service. First, the management of Kirin Kimbap can give instructions to Kirin Kimbap employees in all outlets in order to serve customers more quickly and readily. Second, it is necessary to increase cooperation between employees so that small mistakes that can slow down service can be avoided. Third, provide an estimated waiting time for consumers so that consumers can find out how long the estimated time it takes to wait.

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