

# **ANALYSIS OF CONSUMER PERCEPTION FACTORS THAT INFLUENCE THE CHOICE OF WOLFGANG PUCK RESTAURANT AT I GUSTI NGURAH RAI INTERNATIONAL AIRPORT**

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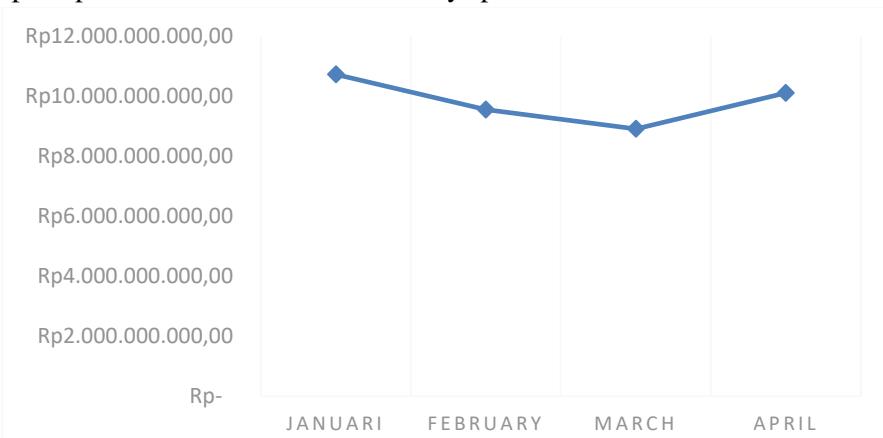
## **ABSTRACT**

This research aims to analyze in depth the consumer perception factors that influence the choice of Wolfgang Puck Restaurant at I Gusti Ngurah Rai International Airport. The population in this research is Wolfgang Puck consumers. The sampling technique used in this research was a purposive sampling technique with a sample size of 100 respondents. The primary data used in this research was obtained through a questionnaire. The research model is confirmatory factor analysis. The results of the research were that five new factors were formed, namely hope factors, attention factors, product and atmosphere factors, stimulus factors, and lifestyle factors. The first factor includes good quality, product excellence, and information. The second factor includes behavior, needs, and goals. The third factor includes product attributes, product suitability, and the environment. The fourth factor includes trust, encouragement. The fifth factor includes encouragement from within, social encouragement, and satisfaction. These five factors represent 81.33% of the 15 elements studied. It is known that the expectation factor is the dominating factor in influencing consumers in choosing Wolfgang puck and urgency in tenant development at airports in Indonesia.

**Keywords:** Hope, Attention, Product, Atmosphere, Stimulus, Lifestyle, Consumer Perception.

## **INTRODUCTION**

In the era of globalization and rapid economic growth, the culinary industry is increasingly experiencing intense competition. Restaurants in strategic locations, such as international airports, face unique challenges in attracting consumers who have diverse preferences and needs. I Gusti Ngurah Rai International Airport, as one of the main international airports in Indonesia, is a strategic location for restaurants to attract visitors from both within the country and abroad. Wolfgang Puck, a restaurant known for its global reputation, is one of the culinary choices at this airport. Given the restaurant's prestigious background and concept, it is important to understand the factors that influence consumer perceptions of this restaurant in a very specific location.



**Figure 1. Wolfgang Puck Store Sales Fluctuations January – April 2023**

Factors such as food quality, service, price, and the experience provided by a restaurant can influence consumers' decisions in choosing a place to eat. Apart from that, elements such as branding, location and ease of access can also be important considerations. Consumer perceptions of this restaurant can be influenced by various different elements compared to restaurants outside the airport location. This research wants to analyse consumer perceptions in Wolfgang Puck restaurant.

## **LITERATURE REVIEW**

### **Perception**

Consumer perception refers to the way individuals or groups perceive, interpret, and respond to various elements related to a product, service, or brand. According to Arrahmah (2021), perception is a complex process that starts with the activity of selecting, organizing and interpreting stimuli so that consumers can give meaning to something. According to Sinaga (2020), perception can be said to be meaning that is connected based on past experiences and stimuli received through the five senses. Meanwhile, Soraya (2020) Perception does not only depend on physical stimuli, but also stimuli related to the surrounding environment and the circumstances of the individual concerned.

### **Motives**

Motives unsatisfied needs that drive individuals and may have a strong influence on their perceptions. There are three main components that form motivation, namely:

#### **1. Needs**

This component appears instinctively in the individual. According to Prayogo (2020) humans are creatures who are never satisfied if only a few needs are met, but they will be satisfied when all needs are met. Needs are the driving force behind an individual's motivation to take action so that their needs are met.

#### **2. Encouragement/Drives**

It can originate from within the individual or from outside the individual. This component arises when there is an individual effort to overcome imbalanced conditions. According to Prayogo (2020), encouragement in individuals causes individuals to take action/behavior to fulfill needs.

### **Goals**

This component eliminates the need and reduces the urge. When the goal is achieved, there will be no imbalance. According to Prayogo (2020) goals can give individuals attention and effort to take action as needed to achieve goals. Goals are classified as external motivational factors that have an impact on individuals.

### **Interests**

The focus of our attention seems to be influenced by our interests, because one person's interests differ from another. What someone pays attention to in a situation can be different from one another. What one person notices in a situation can be different from what another person perceives. The element of interest differentiates an individual's assessment of an object. Interest is the basis for whether an individual likes or dislikes an object. According to Prayogo (2020), several factors influence interest, namely

- a. The urge from within is like curiosity
- b. Encouragement is social, factors that generate interest in carrying out certain activities
- c. Encouragement is emotional, interest has a strong relationship.

### **Experiences**

The focus of an individual's character is related to past experiences such as individual interests or interests. An individual experiences past experiences in something that the individual connects with things that are happening now. According to Triani (2019) past experiences were obtained from reciprocal relationships between personal, behavior and the surrounding environment. Individuals receive various stimuli from the environment so that each individual's experience is different.

### Expectations

Expectations can change an individual's perception where the individual can see what they expect from what is happening now. Satisfaction or satisfaction comes from the Latin "satis" (meaning good enough) and "facto" (doing or making), so satisfaction can be interpreted as the fulfillment of something or something that is adequate. Meanwhile, in terms of satisfaction (satisfaction) is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product (or results) against their expectations. Customer satisfaction is about what customers feel about the services provided compared to what they want.

If the service provided is below expectations then the result is that they are not satisfied and if the service is more than what the customer expected then the customer will feel satisfied. Indicators of customer satisfaction according to Noor (2020) are:

1. Appearance,
2. Interest in using the product
3. Recommend to use the product
4. Confidence.

### RESEARCH METHODS

The research was conducted at the Wolfgang Puck booth, I Gusti Ngurah Rai International Airport Terminal, Bali. The sample in this study was 100 respondents. In this study, the sampling technique used was purposive sampling. Data collection was carried out using a questionnaire distributed to respondents. This research uses confirmatory factor analysis, namely to analyze consumer perception factors in choosing a Wolfgang Puck restaurant. Apart from that, the correlation matrix test was measured using the Barlett Test of Sphericity or using MSA (Measure Sampling Adequacy). Apart from that, the KMO (Kaiser-Meyer-Olkin) statistical test was also carried out to measure MSA. In the KMO and Barlett Test assessments, if the value is  $> 0.5$  then it is considered significant/the analysis is worth carrying out. Vice versa, if the value is  $< 0.5$  then the analysis is not worth carrying out. After all indicators reflect the model, reliability and validity tests are carried out. If the significance result is  $< 0.05$  then the variable is declared valid. After that, a reliability test is carried out. High or low reliability is expressed by a value called the reliability coefficient, ranging between 0-1. Hijannah (2022) reliability test is a measuring tool used to measure a questionnaire. A questionnaire is said to be reliable if the respondent's answers to questions are consistent from time to time. A variable can be said to be reliable if the Cronbach's alpha value is  $> 0.70$ .

This research uses confirmatory factor analysis. According to Prayogo (2020) confirmatory factor analysis is a multivariate analysis technique that is used to confirm existing measurements as expected. In this analysis there are two variables, namely latent and indicator. Latent variables are variables that cannot be formed directly. Indicator variables are variables that can be measured directly. In CFA research, the researcher has knowledge of the structure of the latent variables used as a benchmark. The aim of this research is to analyze consumer perception factors in choosing a Wolfgang Puck restaurant.

### RESULT AND DISCUSSION

**Table 1. Demographics of respondents**

Items	Gender	
	Quantity	Percentage (%)
Female	39	39%
Male	61	61%
	Age	
23-28 years old	24	24%
29-33 years old	36	36%
34-38 years old	11	11%

39-43 years old	14	14%
44-48 years old	8	8%
49-55 years old	7	7%

**Table 2. Demographics of respondents (continued)**

Continental		
Africa	7	7%
Antarctica	3	3%
Asia	26	26%
Australia	28	28%
Europe	11	11%
North America	14	14%
South America	11	11%

Based on the demographics of the respondents obtained, it is known that the majority gender is male with 61 respondents (61%), compared to only 39 respondents (39%) female. In terms of respondent age, the largest age range was in the 29-33 year age range with a total of 36 respondents (36%), followed by the 23-28 year age range with a total of 24 respondents (24%), the 39-43 year age range with a total of 14 respondents (14%), age range 34-38 years with a total of 11 respondents, age range 44-48 years with a total of 8 respondents (8%) and age range 49-55 years with an age range of 7 respondents (7%). Based on continental origin, most came from Australia with 28 respondents (28%), followed by Asia with 26 respondents (26%), North America with 14 respondents (14%), then Europe and South America with 11 each. respondents (11%), Africa with 7 respondents (7%), and Antarctica with 3 respondents (3%). This shows that Wolfgang Puck can carry out its marketing activities to all age ranges, seeing that the consumers who come have a variety of age ranges and the numbers are not too far apart, besides that marketing can be focused on the male gender with the largest number of respondents considering men, then it is more likely that consumers who decide to visit Wolfgang Puck are men than women. Wolfgang Puck needs to consider promotions that can reach consumers from Australia and Asia, considering that most consumers come from Australia and Asia.

#### KMO and Barlett's Test

**Table 3. KMO Test Results and Barlett's Test**

KMO	Barlett's Test
MSA = 0,677	Chi Square = 840,721 Sig = 0,000

Table 3 shows that the MSA value has a value greater than 0.5, namely 0.677. The Barlett's Test value obtained in Table 3 has a value smaller than 0.05, namely 0.00. Therefore, the KMO and Barlett's Test scores have met the requirements and can be analyzed to the next stage.

#### Anti Image Matrices

**Table 4. Anti Image Matrices Test Results**

Factor	MSA
E11	0,813
E12	0,536
E13	0,620
E21	0,757
E22	0,678
E23	0,634
E31	0,728
E32	0,597

E33	Emosional Drives	0,643
E41	Good Quality	0,683
E42	Product Compability	0,786
E43	Product excellence	0,648
E51	Information	0,857
E52	Environment	0,664
E53	Satisfaction	0,646

It can be seen in Table 4 that the overall MSA value has a value of more than 0.5, so it can be said that this value meets the requirements and the variable can be continued in factor analysis.

#### Communalities

**Table 5. Communalities Test Results**

Factor		Communalities Extraction
E11	Belief	0,743
E12	Behavior	0,835
E13	Product Attributes/Objects	0,838
E21	Needs	0,759
E22	Drives	0,791
E23	Goals	0,831
E31	Inner Drives	0,759
E32	Social Drives	0,608
E33	Emosional Drives	0,477
E41	Good Quality	0,823
E42	Product Compability	0,796
E43	Product excellence	0,872
E51	Informasi	0,762
E52	Lingkungan	0,837
E53	Kepuasan	0,822

Table 5 shows the values of the variables studied whether they are able to explain the factors or not. A variable is considered capable of explaining a factor if the extraction value is greater than 0.5, which based on Table 5 shows that all factors have a value greater than 0.5. The table above also shows the contribution of each variable in the research to the extracted factors. For example, the extraction value of the belief variable is 0.745 or 74.5%, which means that the belief variable contributes 74.5% to the new subfactors formed. This also applies to other variables in this research.

#### Total Variance Explained

**Table 6. Total Variance Explained Test Results**

Component	Initial Eigenvalues				Extraction Sums of Squared				Rotation Sums of Squared			
	Total	% of Variance	Cumulative		Loadings		Loadings		Total	% of Variance	Cumulative	
			%	Total	Variance	%	Cumulative					
1	3.986	28.474	28.474	3.986	28.474	28.474	28.474	2.466	17.616	17.616	17.616	
2	2.449	17.490	45.964	2.449	17.490	45.964	45.964	2.430	17.355	34.971		
3	2.002	14.301	60.265	2.002	14.301	60.265	60.265	2.423	17.310	52.281		
4	1.603	11.451	71.716	1.603	11.451	71.716	71.716	2.385	17.035	69.316		
5	1.347	9.619	81.335	1.347	9.619	81.335	81.335	1.683	12.019	81.335		

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6	.484	3.459	84.794
7	.384	2.740	87.534
8	.359	2.567	90.101
9	.339	2.423	92.524
10	.273	1.950	94.474
11	.254	1.813	96.287
12	.233	1.663	97.950
13	.184	1.311	99.261
14	.103	.739	100.000

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Table 6 shows that there are 14 values for each variable analyzed in this study, which means there are 14 components analyzed. There are two types of analysis to explain a variant, namely initial eigenvalues and extraction sums of squared loadings. in the initial variant eigenvalues shows the factors formed. Meanwhile, in the extraction sums of squared loadings section, it shows the number of factors that can be formed, in the output results above there are five variations of factors, namely 3.986, 2.449, 2.002, 1.603, and 1.347. The five of them meet the requirements because the extraction sums of squared loadings value exceeds 1. If the Eigenvalue Component is used as one of the three factors, it is able to explain 81.335% of the diversity of all variables.

## **CONCLUSIONS AND PRACTICAL IMPLICATION**

Conclusion based on the results of the factor analysis carried out in this research, 15 factors have been summarized into 5 factors which can be concluded as follows:

1. The first factor is the hope factor which includes Good Quality (E41), Product Excellence (E43), and Information (E51)
2. The second factor of attention includes Behavior (E12), Needs (E21), and Goals (E23)
3. The third factor is product and atmosphere factors including Product Attributes (E13), Product Suitability (E42), and Environment (E52)
4. The fourth stimulus factor includes Trust (E11), Encouragement (E22)
5. The fifth lifestyle factor includes inner encouragement (E31), social encouragement (E32), and satisfaction (E53)
6. These five factors represent 81.33% of the 15 elements studied.
7. It is known that the expectation factor is the dominating factor in influencing consumers in choosing Wolfgang Puck.

Implication for this research Positive perceptions can increase willingness to spend at the airport and also Tenants can adjust branding approaches to better suit passenger profiles (local vs international, business vs leisure).

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