

“Identification Of The Factors in Building Customer Loyalty At Restorans Tulang Jambal Bandung”

Abstract by:

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Culinary business is a major attraction in the city of Bandung . Many local and foreign tourists who flock to the city of Bandung . Culinary business is a business that emphasizes the taste and service , so that it can be expected to determine the success of the business . The purpose of this study to determine what are the factors that can build customer loyalty in the restaurant “Tulang Jambal” and which is the most dominant factor in the loyalty may develop. This study used a sample with accidental sampling techniques and statistical analysis using Analysis Factor. The results showed that the factors that can build customer loyalty is the service, price, promotion, product. The fourth factor is based on customer feedback indicates both categories. While further analysis by Analysis Factor, of these four factors resulted in six factors: service, brand, size, price, packaging and presentation. These six key factors that form can be explained that representation becomes the most dominant determinant in building customer loyalty at restaurants “Tulang Jambal”. This is because the presentation in a restaurant “Tulang Jambal” fish bone fragments were still inserted Jambal salted fish meat. Based on research , it may be advisable to offer the dishes are more diverse with new menus are not inferior to the existing unique and high flavor .

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Keywords: culinarybusiness, presentation, customer loyalty

I. INTRODUCTION.

Culinary business is one of the attractions of Bandung city. Many local tourists and foreign tourists who flock to Bandung. At night time or day of the week long holiday, almost the average restaurant and the hotel was full. This can be seen in the table below:

Table.1.

**TOURISTS COMING TO BANDUNG
FROM YEAR 2008-2012**

Year	Tourist abroad	Domestic tourists	Total	%
2008	175.111	4.320.134	4.495.245	-
2009	185.076	4.822.532	5.007.608	10,2
2010	228.449	4.951.439	5.179.888	3,32
2011	225.585	6.487.339	6.172.824	22,83
2012	176.853	5.080.584	5.257.439	27,68

Source: Dinas Pariwisata kota Bandung

These circumstances make business people expend extra energy in determining the most profitable marketing strategies, the advantage of both material and non-material advantages such as, for example, loyalty. Consumer loyalty is the biggest advantage for entrepreneurs. So it is not surprising that the primary targeted customer loyalty in business.

Culinary business is a business that will never die if managed professionally and even the business continues to grow rapidly in line with growing consumer demand. What's more, culinary enthusiasts who continue to hunt places unique and exciting culinary create culinary businesses compete. This culinary business can be run with multiple sizes or classes, from street vendors, food stalls to business-class culinary star hotel.

Volatile restaurant business has always suffered in sales. An increase or decrease in sales can be caused by several factors that influence, such as taste and flavor dishes. As consumers must demand quality service and taste the most delicious food, remember consumers are spending money to get their wants and needs.

Seeing this phenomenon the authors argue that it is not easy to manage business culinary, many challenges to be faced. Therefore, not many were amazed when the culinary business eventually closed down because they can not compete with rivals. Amid the rampant competition in the culinary business, restaurant "Tulang Jambal" trying to offer a unique menu and have a sense

of distinctiveness Jambal salted fish bone dishes and the restaurant even able to compete with other restaurants in the city . The success of the restaurant " Tulang Jambal " This can occur due to high consumer loyalty , the existence of new consumers , and consumers who make purchases over a long time . The occurrence of repeat purchases is due to customer satisfaction that this will create loyalty . So with the loyalty of consumers , the restaurant " Tulang Jambal " can increase sales and able to maintain a good position among its competitors . Knowing the importance of customer loyalty , the authors are interested in studying in the restaurant " Tulang Jambal " with the title : **"Identification of Factors In Building Customer Loyalty in the Restaurant " Tulang Jambal " Bandung"**

Identify the Problem

- a. What factors can build customer loyalty at restaurants " Tulang Jambal " Bandung.
- b. Which is the dominant factor in building customer loyalty at restaurants " Tulang Jambal " Bandung.

Research Objectives

- a. To determine what factors that can build customer loyalty on the restaurant "Tulang Jambal " Bandung.
- b. To find out which is the most dominant factor in building customer loyalty at restaurants "Tulang Jambal" Bandung.

Usefulness of Research

- a. This research is expected to contribute ideas for the leadership of Restaurant " Tulang Jambal " in making decisions in order to build customer loyalty.
- b. As a reference further research on the factors that can build customer loyalty

RESEARCH FRAMEWORK

Develop their customer loyalty is certainly not an easy thing. Various issues must be handled by continuous improvement in order to improve the quality of the product. Companies are able to reach consumers with quality products and consumers feel satisfied, then it is expected to be able to build loyalty or customer loyalty. Consumer loyalty can thus be regarded as a concrete manifestation of a company's success in running the business. The understanding of consumer loyalty, according to Kotler (2005: 17) states that:

"Customer Loyalty is a repeat purchase made by a customer for a commitment to a brand or company". This is confirmed by Grembler and Brown (2000:812) gives the definition of that;

"Customer loyalty is the degree to which a customer showed repeated purchases of a product and simply choose a product that's all the time he needs related products "

A high level of loyalty to a product is the greatest asset a company can have. Consumers will be loyal to a brand or a product that is getting a good quality product, service that is in accordance with expectations, so this will create certain values to him. Consumers who are loyal to a product or service has some character (Assel, 2001:133), namely:

- a. Loyal consumers tend to be more confident in his choice.
- b. Loyal consumers prefer to reduce the risk to pass up re-purchase the same brand
- c. More loyal customer loyalty leads to a brand
- d. Consumers tend to be more loyal minor.

Meanwhile, according to Griffin (2005: 31): said that a loyal customer is an invaluable asset for the company, so as to divide the characteristics of loyal customers and sub-variables make it as customer loyalty as below:

- a. Re-purchase on a regular basis
- b. Purchase between product lines and services
- c. Refer to others
- d. Showed resistance to the pull of competitors

The factors above, that the concept of binding delivers customers include tight integration between service quality and trust factor of a product, price, and promotion to generate customer satisfaction. When the four factors are managed properly realized, then a product or brand will become the market leader. Consumer loyalty is very important when the market becomes competitive. A company will be able to survive in the competition when it can maintain the loyalty of its customers, so it is certainly going to impact positively on the state of the company. A product has attributes that support it, such as price, brand, packaging, quality, labeling, service and service.

Culinary field is food businesses ranging from local food to international food, from sidewalks to star hotels all have character and tastes vary. Especially for the food to be served to consider performance, aromas, and of course taste. Culinary business is very interesting and gives a lot of repertoire ranging from raw materials, state, or regional origin of the food, to the processing and presentation of ways, so as to make it incredible.

(<http://www.yukmakan.com/article/1000738/chef/chef-andang,12July2011>)

This is consistent with research conducted by NurHaryanti (2007), which can be obtained the result

that there is a positive and significant influence off our factors : product, price, service and promotion of consumer loyalty. (<http://www.yukmakan.com/article/1000738/chef/chef-andang>, 12 juli 2011)

The description above, it can be explained that the fourth factor product, price, distribution or service, as well as the promotion may be a factor or indicator of customer loyalty to build , which can be illustrated as follows:

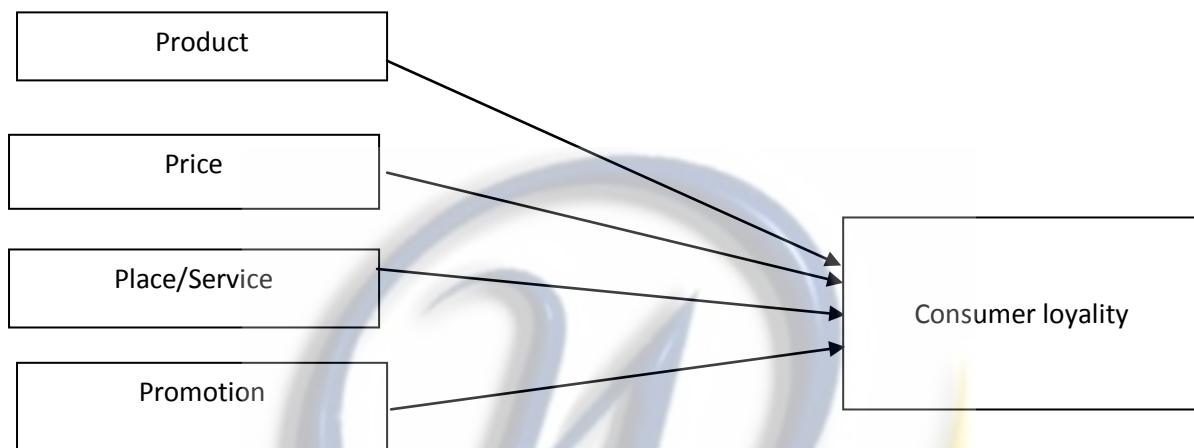


Figure. 1.1. Framework

II . LITERATURE

The company produces a product with the aim to meet the needs of society or the consumer through the buying and selling. In order for the purchase and sale transactions resulted in a profit, then the company needs to understand consumer behavior. Consumer Behavior by Leon G.Schiffman and Lesly, Lazar Kanuk is:

"Consumer behavior is the image of the individual in making the decision to utilize their available resources in order to purchase items related to consumption".

While Philip Kotler (2005: 201) points out:

"Consumer behavior is the study how individuals, groups, and organizations select, buy, wear and utilize the goods, services, ideas or experiences in order to satisfy the needs of their passion".

Thus consumer behavior illustrates how consumers make decisions in obtaining, consuming, and spent products and services, including the decision process.

The process of purchasing decisions can be based on five stages, namely the identification of needs, information search, evaluation, purchase decision, and behavior after purchase. Consumer buying decision process can be influenced by several characteristics, namely cultural factors, social factors, personal factors, and factors Psychologie. If the company can meet the needs and satisfy the consumer, then the consumer will be faithful or loyal to the company. Loyalty by Griffin (2007:274) is : " Loyalty is defined as a random purchase Expressed over time by some decision-making unit " . Meanwhile, Oliver (2005: 129) argues that :

" Customer loyalty is deefly held commitment to rebuy or repatronize a preferred product or service consistenly in the future , despite situational influences and marketing effort of having the potential to cause switching behavior " .

Based on the description above it can be concluded that loyalty is an attitude of consumers in the purchase of the product . Loyalty can be grouped into two , namely the Store Brand loyalty and loyalty (**Nugroho Setiadi J. 2003 : 200**) . As for the type of loyalty can be grouped into 2 low loyalty and high loyalty . Therefore the company should be able to build customer loyalty . Meanwhile stages to establish customer loyalty is Suspect , Prospect , Prospect is disqualified , first-time customer , repeat customer , client , and advocate . If consumers are loyal , then the company should be able to defend it . According to **Kotler (2007)** : there are four reasons this is done , the loyal customer can benefits , cost of maintaining and retaining customers is much less than the cost of finding new customers , customers who already believe in a company , are likely to believe in other businesses , and existing customers will always defend the company . Therefore the company should be able to retain its customers with easier for customers to give feedback , provide assistance to customers , reducing the occurrence of dissatisfaction , entertaining customers , etc.

III. RESEARCH METHODS, POPULATION, AND SAMPLES

The method used in this study is a survey method. The variables studied are variable factors that can build customer loyalty on "Tulang Jambal " Restaurant in Bandung. The data needed in this study is primary data and secondary data. While the population of this study is the tourists who visit the city of Bandung and samples taken as many as 100 people were obtained by the formula:

$$n = \frac{N}{(1 + Ne^2)}$$

The sampling technique use disaccidental sampling to answer the following assessment criteria:

Table.3.1
Score Criteria Answers

Statement	Score
Strongly Agree	5
Agree	4
Simply Agree	3
Disagree	2
Strongly Disagree	1

As for how to obtain the data is done by:

a. Questioner .

The list of questions that must be filled in by the respondent. Respondents of this study is the buyer restorant "Tulang Jambal".

c. Interview

That is by direct interviews with the parties that are considered competent in the field under study, to get a clearer picture of the company as well as the activities of the company in relation to the matter to be investigated.

Variable Operational Research

Measurement of study variables operations as outlined in the table below:

Table. 3.2
Operational Variable

Variable	Concept Variable	Indicator	Sub Indicator	Scala Measurement
Consumer Loyalty	Loyalty is a strongly held commitment to me ahead even though there is influences and business situations that could lead to switching behavior again buy a particular product or service future	1.Product	1. Brand 2. Packaging	Ordinal Ordinal
		2.Price	Purchasing power	Ordinal
		3.Place	Service	Ordinal
			Standard	Ordinal

		4.Promotion	Tool promotion	Ordinal
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Data Processing

Analysis Factor

This study uses factor analysis to determine which components are the most dominant factor in building consumer loyalty from the restaurant "Tulang Jambal" Bandung. Analysis Factor has the objective to confirm the most important components to be considered to represent a set of variables studied. These components will be considered as new variables are most important and as a representative of a set of variables that will be used. (Zulganef 2001: 40).

Design Analysts Factor

- a. Determination of the correlation between variables
- b. Assumptions . The assumptions used are the size of Sampling Adequacy (MSA) and this can be measured through the measurement of spehericity test and measure of sampling adequacy (MSA)
- c . Lowering the factors and suitability suspect, by a simplification of the variables are processed by determining the number of factors to be desired and not desired latent factors determined in advance, so the data is left on its own clustered into several factors. Then further analyzed in order to streng then confidence. Factors can be seen in the variance values and the eigenvalue of each factor.
- d. Interpretation of Factors
 - 1 . Determining the value of KMO, MSA through tables and Barlett 's Test and the anti-image Matrix
 - 2 . Determining the number of components that can be maintained by using a total of Variance Eigenvalue through the table or use the Scatter Plot analysis of the components are obtained .
 3. Assess or determine the amount of variance and Unique Variance of each variable to the components obtained .
 - 4 . Determine significant factor loading criteria are eligible for consideration . Loading factors that can be considered is 0.3 for a sample of 350 , 0.35 for sample 250 ; 0.55 for

sample 200 ; 0.25 for sample 150 ; 0.50 for sample 120 ; 0.60 for sample 85 ; 0 , 65 to 60 samples and 0.75 for sample 50 (Zulganev 2001 quoted from (Hair J.Jr et.al , 1995).

- 5 . Through analysis of Component Matrix table , can also be seen loading and variance of each variable , so that we can see the relationship between the variables with the factors.
6. Given the tremendous value of each variable community to determine the significance of the contribution of each variable to each factor in the can.
7. If the analysis of variance (loading) is not satisfactory or not give the desired results, then the analysis will be continued using varimax rotation method (maximizing the value of Variance)

IV. RESEARCH RESULTS

Table .4.1
Average Respondents About Factors
That can build loyalty Restaurant "Tulang Jambal" in Bandung

Statement	5	4	3	2	1	Total	Average	Explanation
	strongly agree	agree	quite agree	not agree	Strongly disagree			
1	32	55	11	2	0	417	4,2	Very Good
2	26	51	17	4	2	395	4	Good
3	19	49	19	10	3	371	3,7	Good
4	31	54	15	0	0	416	4,2	Very Good
5	25	51	17	5	2	392	3,9	Good
6	29	56	12	2	1	410	4,1	Good
7	36	57	2	5	0	424	4,2	Very Good
8	46,	44	10	0	0	436	4,4	Very Good
9	24	55	17	4	0	399	4	Good
10	27	45	26	2	0	397	4	Good
11	32	45	14	7	2	398	4	Good

12	16	68	16	0	0	400	4	Good
13	33	49	13	5	0	410	4,1	Good
14	17	58	15	8	2	380	3,8	Good
15	26	51	15	5	3	397	4	Good
16	26	46	22	5	1	391	3,9	Good
17	25	42	20	13	0	379	3,8	Good
18	34	41	18	3	4	398	4	Good
19	27	47	21	3	2	394	3,9	Good
20	30	54	16	0	0	414	4,1	Good
21	37	53	10	0	0	427	4,3	Very Good
22	33	50	13	2	1	410	4,1	Good
Rata-rata						813.050	4	Good

Based on the above table, it can be explained that the respondents about the factors of consumer loyalty in Restaurant "Tulang Jambal" Bandung is good, because it is in the interval 3.4 - 4.1.

Dominant Factors Building Consumer Loyalty at Restaurant " Tulang Jambal " in Bandung.

The results of the factor analysis factors Bandung tour shows the results of the MSA value is above 0.5, while the value of a good overall sampling adequacy indicated by the value of 0,838 (Analysis KMO and Bartlett's Test). Results of analysis of variance explained total there are 6 components (factors) that are able to build loyalty to the restaurant "Tulang Jambal" in Bandung. Further analysis and analysis Comunalitas Component Matrix shows the contribution of each item (variable) of the components are taken into account. While based on the analysis of the matrix components have been rotated and has been given the name suggests the following results:

Table. IV.2
Travel Factor's Most Dominant

Component/Factor	Name Factor	Loading
1	Service	0.908

2	Brand	0.902
3	Size	0.789
4	Price	0.863
5	Packaging	0,791
6	Presentation	0.930

Data Source : Proccesed

V. DISCUSSION

Respondents about the factors that can build customer loyalty in the restaurant " Tulang Jambal " in Bandung is good , because it is in the interval 3.4 - 4.1 . This case shows the restaurant " Tulang Jambal " in Bandung either , because the place is clean , the menu presented unique , it feels solid , fast presentation complete , easy to visit , and the price is affordable and the atmosphere is quiet design with breezy gusts of Bandung city . There are 6 factors that formed as a result of factor analysis , namely Care , Brand , Size , Price , Packaging and presentation . The sixth factor is the most dominant factor is shown presenting the loading rate of 0.930 , where these factors explained that the restaurant " Tulang Jambal " in presenting his food only in the form of fish bones were only inserted little jambal salted fish meat that has a spicy taste and decorated with tomato and vegetables , so that adds to the charming and increase the appetite of consumers .

VI. CLOSING

Based on the results of the above discussion it may be advisable to eat "Tulang Jambal" city of Bandung to always innovate or be creative in presenting and offering food menus. Besides the Restaurant "Tulang Jambal " can also add services such as home delivery (within a certain range), working together with travel and restaurant to improve the image of Bandung city in general. So that became the city of Bandung creative in the culinary .

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Sumber Lain :

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