



Preference Consumer in Choose Restaurant Dish Noodles in Gianyar Regency Bali

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Abstract

Gianyar Regency has long been known for its traditional cuisine in the form of Ayam Betutu and Babi Guling, but at this time the noodle dish has now developed into one of the people's favorite foods in Gianyar Regency. The characteristic of noodle dishes is their affordable selling price both in stand-alone noodle restaurant chains and in large restaurant chains. This study aims to analyze consumer preferences in noodle restaurants in Gianyar Regency using conjoint analysis with the variables of place, service, atmosphere & parking, safety and hygiene, brand & promotion, price, and product summarized from the results of the research of Fidan et al., (2021); Farooqui and Alwi (2019); Wang et al., (2016); Chua et al., (2020); Kim (2018); Thomadsen (2007); Baharta et al. (2022); Mendoza-Carpio et al., (2021), and Saefudin, et al., (2020). The results of the study show that the variable indicators that are consumer preferences in Gianyar Regency are: strategic location of the restaurant, hygienic food and beverages, attractiveness of the building and dining room, neat and clean appearance of the restaurant staff, adequate parking lot, price according to budget, food price according to expectations, speed of service, product popularity, clean environment around the restaurant, Menu Selection, Restaurant Location Close to Workplace, Brand Image, Word of Mouth Promotion.

Introduction

Gianyar Regency, which is popular for its Suckling Pig cuisine, has now become a choice for culinary entrepreneurs who offer a variety of contemporary cuisine menus in addition to traditional cuisine. One of them is a noodle dish made from wheat flour. Noodle dishes have now developed into one of the favorite foods of the Indonesian people. With creativity and innovation, noodle dishes are now not only limited to chicken noodles or fried noodles as usual which are common in society. Spicy noodle dishes are a new breakthrough in the culinary business sector. Kober Mie Setan, which is based in Malang City (started operating in 2012) and Me Gacoan, which was originally established in Solo City (started opening in 2016) are two noodle restaurant chains that are currently popular in Bali, including in Gianyar Regency. The Mie Kober and Me Gacoan restaurants offer noodle food products with various levels of spiciness to choose from, which are offered with a variety of cold drinks that are also to balance the spicy taste of the dishes. The second characteristic after the spicy noodle dishes from these two noodle restaurant chains is the affordable selling price for young people. The Me Gacoan restaurant chain was established in early 2016, carrying a modern dining concept with prices that are very affordable for teenage consumers. Currently, Mie Gacoan has spread to more than 20 regions, from Java to Bali and Sumatra with 3,000 employees.

Currently in the Regency there are also various restaurants or noodle dishes categorized as SMEs, which are presented in Table 1 below:

Table 1. Mi Gacoan Restaurants in Gianyar Regency in 2024 Source: Internet survey (2024)

House Eat Dish Mi	Address
Restaurant Mi Chicken Awesome	Village Bro, Gianyar.
Noodles Ko Yan	Village Bro, Gianyar.
Roadside stall Koe Noodles	Jl. Ciung Wanara, Gianyar.
Noodles Chicken Mold 82	Jl. Knighthood, Gianyar.
Me Spicy Bro Doel	Jl. Erlangga, Gianyar
Noodles Paul	Jl. Raya Dear, Banjar The lice, Village Dear, Ubud
Ubud Noodles	Street Cok Big Rai, Peliatan, Ubud
Noodles My Your Dimsum	Street Eid Dear, Ubud
Noodles Let's Go to Ubud	Street Cok Big Rai, Peliatan, Ubud
Noodles Dumplings Bro Aziz	Street Mulawarman, Tent, Gianyar
Wizzmie	Jl Raya Dharmagiri, Gianyar

Table 1 shows that all of the noodle restaurants are small and micro business restaurants whose market segment is still limited compared to the Me Kober and Me Gacoan restaurant chains.

In general, there are five most important factors that influence consumer choice of restaurants based on several different studies or studies, namely: food quality, variety of food, price, atmosphere and location (Fidan, et al. 2021). Farooqui & Alwi (2019) concluded that the factors that influence consumer satisfaction with fast food are: product quality (food and beverages), service quality, physical appearance of the interior and exterior (ambiance), and price. Alonso et al. (2013) revealed that the factors that are the reasons for consumers to eat at restaurants are: Convenience, Special occasion, Business, Social occasion Convenience. Furthermore, Albayrak (2014), Yilmaz & Gultekin (2016) revealed that the reasons for consumers to eat at restaurants are: Being affordable, Get together with friends and family, Special occasion, For fun, Saving on time, Convenience, Place to meet someone, Prestige Get together with friends and family.

Customers typically evaluate product or service attributes that are considered important in a purchase decision by assigning weights to each attribute in the evaluation of the product or service. The relative importance of these attributes is a determining criterion that is often used by customers in comparing product or service options, thus leading to purchasing behavior. In the same situation, the importance of restaurant selection factors plays a significant role in influencing customers' restaurant choices. Based on existing empirical studies, this study derived nine restaurant selection factors that are likely to influence customers' decisions in choosing a restaurant: word of mouth, online customer reviews, brand reputation, brand popularity, personal (past) experience, menu variety, menu price, sales promotion, and location. It is important to note that some studies did not include the core elements of restaurant operations: food quality (e.g., taste), service quality, and the physical environment of the restaurant because they have been consistently and intuitively shown to be critical to restaurant survival (Kaur & Davar, 2014).

In fact, personal information sources, including recommendations from family and friends, are considered more reliable than commercial advertising media, and thus are more likely to drive customers' positive or negative attitudes toward a brand (Hoffman & Bateson, 2017). In service industries, such as restaurants and hotels, because consumers do not have an objective way to evaluate services, they usually rely on subjective evaluations from family, friends, or acquaintances. Since consumers may not be familiar with the restaurant (e.g., food quality, service, environment, price) before actual consumption, they may seek referrals from experienced sources. For example, when looking for a good restaurant for a celebration,

consumers will often ask for recommendations from friends. In line with research by Stokes & Lomax, 2002), this study views word-of-mouth recommendations as informal and interpersonal communication of a restaurant between customers and their acquaintances. So in this situation, communication does not depend on the influence of commercial advertising.

The importance of online reviews has been widely recognized in the hospitality marketing literature. Customer decision-making processes are greatly influenced by online customer reviews posted on online review websites. Simply put, online customer review websites are Internet channels that connect customers with many other customers. Online reviews primarily come from many users discussing and providing insights about a particular product or service to others (Chen, 2008). Online reviews made by other customers about the performance of products and services seem to provide clues as to whether a target brand is trustworthy. While some studies have shown that online reviews can alleviate many consumers' doubts and thus tend to result in increased sales (Mudambi & Schuff, 2010), some studies have reported that online reviews are perceived to have lower credibility than traditional word-of-mouth due to the lack of trust in the source on the Internet (Dellarocas, 2006).

Brand reputation reflects a combination of a brand's reliability, admiration, benevolence, respect, and confidence (Dowling (2006) in Chua et al., 2020). A well-known reputation is psychologically easier for customers to choose a brand over others. The effect of brand reputation on customer loyalty is in accordance with signaling theory where consumers tend to associate themselves with brands with high reputations as part of self-enhancement (Choi & Burnham, 2021). Along with the positive correlation between brand reputation and brand quality, restaurant reputation can be an important consideration for customers when choosing a restaurant (Chang, 2013).

Sales promotions create a monetary incentive to purchase by reducing the price for a certain quantity or increasing the quantity for the same price. Sales promotions provide customers with an immediate financial incentive, but can put the brand at risk by diverting customers' attention from quality to temporary financial incentives. A strategic restaurant location can attract more customers to the restaurant, provide convenience to customers, and have a positive effect on customer loyalty. Restaurants use location strategies to meet target markets and increase restaurant visibility. For consumers, restaurant selection depends not only on location but also on restaurant characteristics such as the type of food served, facilities, size, and so on. However, given that location determines customers' access to certain products or services, it remains fundamental to customer decision making and is critical to the success of restaurant operations. Consequently, this study determines the extent to which location shapes the decision-making process of restaurant customers (Chua et al., 2020).

The impact of price competition on location choice differs between the asymmetric and symmetric cases by tracing how each firm's response function changes depending on whether price can vary by location (Thomadsen, 2007). McDonald's strategy generally favors restaurants located closer to Burger King outlets when price does not vary by location. This is consistent with the results under symmetry, where price competition drives firms toward product differentiation, however, the effect is the opposite for Burger King, which prefers to locate further away from McDonald's when price is fixed because Burger King cannot lower its price so they will create a more attractive product. Since the influence of price competition on Burger King and McDonald's strategies works in opposite directions, the impact of price competition on location equilibrium is very small. Tourist preferences for culinary tourism destinations in Bandung using conjoint analysis (Baharta et al., 2022). On the other hand, Syaefudin et al. (2020) concluded that consumer preferences using the Mann-Whitney U test

showed that of the seven (7) consumer preference attributes of the two coffee shops in Cibinong City that were tested, namely Jigana Coffee Shop received a better rating from consumers than Kedai Kopi Inspirasi on the attributes of product quality, service quality, cleanliness and tidiness of the shop, and strategic location. Meanwhile, for the attributes of price, facilities and shop atmosphere, there was no significant difference between Jigana Coffee Shop and Kedai Kopi Inspirasi. These results indicate that Jigana Coffee Shop does have advantages in terms of product quality, service quality, cleanliness and tidiness.

This study will explore consumer preferences for noodle restaurants in Gianyar Regency, consisting of noodle restaurants classified as small and micro businesses, as well as noodle restaurant chains categorized as large businesses (Mie Kober and Me Gacoan restaurant chains). The underlying reason is because the price levels offered at noodle restaurants and noodle restaurant chains are at the same price level.

Methods

The unit of analysis in this study is consumer preferences. The object of this study is consumers of noodle restaurants or eateries in Gianyar Regency. The population in this study is consumers of noodle restaurants or eateries in Gianyar Regency. The sample in this study is a subgroup of the population of consumers of noodle restaurants or eateries in Gianyar Regency. Quantitative data include the number of noodle restaurants or eateries in Gianyar Regency, the results of customer profile tabulation, and the results of conjoint analysis tests, while qualitative data are in the form of clear and real information that supports this study. The data sources in this study are primary data (questionnaires) and secondary data (literature studies, archives/documents from various sources). Data collected through questionnaires are ordinal data. Performance assessments are sorted from not good, less good, quite good, good, very good with a Likert scale, namely: 1 = very dislike, 2 = dislike, 3 = neutral, 4 = like, and 5 = very like. The number of variables in this study is 21. According to Roscoe in Sugiyono (2013), research with many variables should use a minimum sample size of 4 times or more of the variables studied so that the number of respondents in this study is at least 21 times four or at least 84 respondents. The number of samples in this study was 100 respondents because the more samples there are, the better the validity of the data. Primary and secondary data collection was carried out between August to October 2024. This research instrument consists of a reliability test (*Cronbach's Alpha* (α) of at least 0.7 and a validity test with a Ri value > 0.30 .

Research Variables

This study uses research attributes from the attributes used to analyze consumer preferences for noodle restaurants or eateries in Gianyar Regency. The attributes or variables of consumer preferences for noodle restaurants or eateries in Gianyar Regency are presented in Table 3.1 below:

Table 2. Variables and Attributes of Consumer Preferences in Noodle Restaurants in Gianyar Regency

Dimensions	Attribute
Product	Menu selection (various interesting menu packages available) Product popularity (available menu/dish choices that are currently trending) Product quality (taste, presentation, freshness)
Price (price)	Food prices are in line with expectations Drink prices are in line with expectations

	A dining experience that fits your budget
Place/Location	The location of the restaurant is in a strategic place The restaurant location is close to where you live/work Smooth access to the restaurant
Service	Friendly, polite, helpful restaurant staff Atmosphere comfort (comfort atmosphere) The appearance of the restaurant staff is neat and clean Speed of service/waiting time for serving the food that has been ordered
Brand & Promotion	<i>Online Reviews from Customers</i> Brand image (effectiveness of noodle restaurant promotion on social media) Word of mouth promotion/recommendation)
Atmosphere & Parking	Adequate parking space is available The appeal of the building and dining area Comfortable dining room atmosphere
Aspects of Safety and Hygiene	Food and drinks served are hygienic Clean and hygienic restaurant facilities and serving equipment. Clean environment around the restaurant

Source: (Fidan et al. (2021); Farooqui & Alwi (2019); Wang et al. (2016); Chua et al. (2020); Kim (2018); Baharta et al. (2022); Mendoza-Carpio et al. (2021), Saefudin et al. (2020))

Data analysis

Segmentation and profiling analysis conducted on consumers was carried out with the help of cluster analysis. This study uses conjoint analysis to formulate consumer preferences for spicy noodle restaurant chains in Gianyar Regency. The data was processed using the SPSS 24.00 analysis tool. This study chose conjoint analysis to sort the data, where the designed model is used as a predictive value to evaluate product attributes. Conjoint analysis is a technique specifically developed to understand how respondents form preferences for certain types of objects such as products, services, prices, brands, and so on (Baharta et al., 2022). This preference data will be used to develop concepts according to what tourists like and make tourists want to return to their destinations, and recommend them to other tourists (Wang et al., 2016). Respondents will state their choices for a series of hypothetical multi-attribute options that will be presented as attribute profiles using conjoint analysis (Pai & Ananthakumar, 2017). The findings of this study will provide many insights for culinary business professionals regarding consumer preferences for spicy noodle restaurant chains. By understanding visitor preferences, culinary tourism entrepreneurs will be able to build the best plans to serve tourists in the future and can also design appropriate policies and strategies to answer consumer expectations and desires in developing spicy noodle restaurant chains so that they will have an impact on the economic level of the community in the area. This conjoint analysis method is usually used to determine consumer preferences for a new product (Santoso, 2018). Basically, the purpose of conjoint analysis is to find out how a person's perception of an object consists of one or many parts (Moore & Holbrook, 1990). The main result of the conjoint analysis is the form of product design for certain goods, services, or objects desired by the majority of respondents (Restuputri et al., 2022). This study can be categorized as a type of descriptive research with a quantitative approach. This study uses a descriptive method with a quantitative approach because this study formulates a systematic description of the characteristics of young

consumers in choosing a spicy noodle restaurant chain. The object of this study is consumer preferences for spicy noodle restaurant chains in Gianyar Regency. Meanwhile, the respondents in this study were young people who bought products at spicy noodle restaurant chains in Gianyar Regency.

Results and Discussion

Data Description

Respondent characteristics

Based on the results of data tabulation, the characteristics of the respondents were obtained as presented in Table 3 below:

Table 3 below shows the characteristics of Warong Legong restaurant respondents.

Table 3. Respondent Characteristics

Gender	Amount	%
Woman	43	43.00
Man	57	57.00
Total	100	100
Age Range (Years)		
≤ 18	19	19.00
18-21	42	42.00
21-25	25	25.00
<25	14	14.00
Total	100	100
Last education		
Vocational School/Senior High School	46	46
D1/Equivalent	31	31
D3	12	12
D4/S1	11	11
Total	100	100
Source of Information on Noodle Dish Restaurants		
Friends/Family	45	45
Internet/Social Media	48	48
Etc	7	7
Total	100	100

Source: Data processing (2024)

Based on the data in Table 3 above, it can be seen that in terms of gender, the majority of respondents are male, and in terms of age, the majority are between 18 and 21 years old. In terms of last education, the majority of respondents are vocational school or high school graduates or are still in college, while sources of information about noodle restaurants are obtained from social media or the internet.

Conjoint Analysis Results

Based on the results of data processing, the results obtained are presented in Table 3.2 as follows:

Table 4. Conjoint Analysis Results

Model Description	N of Levels	Relation to Ranks or Scores
Product	3	Discrete
Price	3	Discrete
Place/location	3	Discrete
Service	3	Discrete
Brand_Promotion	3	Discrete
Atmosphere_Parking	3	Discrete
Aspects_of_Safety_and_Hygiene	3	Discrete

Source: Data processing (2024) All factors are orthogonal

The results of the Conjoint Analysis show that the seven (7) variables of preference analysis for noodle restaurants in Gianyar which were analyzed using Conjoint Statistics, each consisting of 3 indicators, have met the requirements to proceed to the next stage.

Consumer Preferences

The preferences measured from the attributes Product, Price, Pace, Service, Brand & Promotion, Atmosphere & Parking and Aspects of Safety and Hygiene with their respective preference utility values can be seen in Table 3.3 below:

Table 5. Overall Statistics

	Utilities	Utilities Estimate	Std. Error
Products	Menu selection	.011	.039
	Product popularity/menu selection	.027	.039
	Product quality	-.038	.039
Price	Food prices are as expected	.032	.039
	Drink prices are as expected	-.067	.039
	Price according to budget	.034	.039
Place/location	Strategic location of the restaurant	.098	.039
	Restaurant location close to workplace	.011	.039
	Smooth access to the restaurant	-.109	.039
Service	Friendly & helpful staff	-.095	.039
	The restaurant appearance staff is neat & clean	.063	.039
	Speed of service	.032	.039
Brand & Promotion	Online Reviews from Customers	-.010	.039
	Brand image	.009	.039
	Word of mouth promotion	.002	.039
Atmosphere & Parking	Adequate parking space	.046	.039
	The appeal of the building and dining area	.072	.039
	Comfortable dining room atmosphere	-.118	.039
Aspects_of_Safety_and_Hygiene	Hygienic food and drinks	.077	.039
	Restaurant facilities and serving equipment clean and hygienic	-.090	.039
	Clean environment around the restaurant	.013	.039
(Constant)		4.052	.028

Source: Data processing (2024)

Table 6. Importance Values

Product	12.639
Price	12.880
Place	17.337
Service	14.634
Brand_Promotion	14.124
Atmosphere_Parking	14.206
Aspects_of_Safety_and_Hygiene	14.179

Table 7. Averaged Importance Score

	Correlations ^a	
	Value	Sig.
Pearson's R	.959	.000
Kendall's tau	.819	.000

Correlations between observed and estimated preferences

The exposure in Table 3.2 shows that the indicator that obtained the highest preference value (utilities preference) is the strategic location indicator in the "place" factor with a utility preference of 0.98, then followed by the hygienic food and beverage indicator in the aspect of safety and hygiene factor with a utility preference value of 0.77. The third position is occupied by the attractive spatial layout indicator in the atmosphere & parking factor with a value of 0.072, the fourth position is occupied by the neat appearance of service staff indicator in the service factor of 0.063, and the fifth position is occupied by the adequate parking area indicator in the atmosphere & parking factor with a value of 0.046. The sixth preference position is occupied by the price indicator that is in accordance with the budget in the "price" factor with a value of 0.034, the seventh position is occupied by the price indicator that is in accordance with expectations in the "price" indicator and the fast service indicator in the service factor each with a value of 0.032. The product popularity indicator in the product factor is ranked 8th with a value of 0.027, followed by the clean environment indicator in the aspect of safety and hygiene factor with a utility preference value of 0.013.

The indicator that obtained the lowest utility preference value was the indicator of a comfortable dining room atmosphere in the atmosphere & parking factor with a value of -0.118 followed by the indicator of smooth access to the location in the place factor with a value of -0.109 in second place. The third position with the lowest utility preference value was the indicator of friendly service in the service factor with a value of -0.95 followed by the indicator of adequate facilities in the restaurant factor and clean and hygienic serving equipment in the aspect of safety & hygiene factor with a value of -,090 in fourth place. The fifth position as the least preferred indicator was the indicator of drink prices that were in accordance with expectations in the price factor with a value of -0.67 followed by the indicator of product quality in product factor with a value of -0.38 which is ranked sixth. The seventh position as the least preferred indicator is the online review from customer indicator on the brand and promotion factor with a value of -0.10.

When viewed from the perspective of the level of preference for indicators and factors, Table 7 and 8 below explains the level of consumer interest or preference for indicators and consumer preference factors for noodle restaurants in Gianyar Regency.

Table 8. Important Values of Attributes

No.	Attribute	Mark	Dimensions
1	Strategic location of the restaurant	0.098	Place/location
2	Hygienic food and drinks	0.077	Aspects of Safety and Hygiene
3	Attractiveness of the building and dining area	0.072	Atmosphere & Parking
4	Neat & clean appearance of the restaurant staff	0.063	Service
5	Adequate parking space	0.046	Atmosphere & Parking
6	Prices according to budget	0.034	Price
7	Food prices according to expectations	0.032	Price
8	Speed of service	0.032	Service
9	Product popularity	0.027	Product
10	Clean environment around the restaurant	0.013	Aspects of Safety and Hygiene
11	Menu selection	0.011	Place/location
12	Restaurant location close to workplace	0.011	Place/location
13	Brand image	0.009	Brand & Promotion
14	Word of mouth promotion	0.002	Brand & Promotion
15	Online Reviews from Customers	-0.010	Brand & Promotion
16	Product quality	-0.038	Product
17	Drink prices that meet expectations	-0.067	Price
18	Clean and hygienic restaurant facilities and serving equipment	-0.090	Aspects of Safety and Hygiene
19	Friendly & helpful staff	-0.095	Service
20	Smooth access to the restaurant	-0.109	Place/location
21	Comfortable dining room atmosphere	-0.118	Atmosphere & Parking

Source: Data processing (2024)

Based on the presentation in Table 8, it can be seen that the dining room atmosphere is the attribute that is least liked by consumers, while the strategic location of the restaurant is the attribute that is most liked by consumers.

Table 9 below shows the ranking of consumer preference dimensions for noodle restaurants in Gianyar Regency.

Table 9. Important Values of Factors

Dimensions/Factors	Importance Value
Place/location	17,337
Service	14.634
Atmosphere & Parking	14.206
Aspects of Safety and Hygiene	14.179
Brand & Promotion	14.124
Price	12.880
Product	12.639

The data presentation in Table 9 shows that the place dimension of the seven dimensions obtained a positive result of 17,337, which means that the place dimension is the most important factor or variable as a reference for consumer preferences in noodle restaurants in Gianyar Regency. On the other hand, the product factor is the least important factor.

preferences for consumers in Gianyar district with a positive value of 12.639. The smaller or more negative the utility value means the less important the preference attribute is for consumers.

Conclusion

The variables that are consumer preferences in choosing noodle restaurants in Gianyar Regency from the most prioritized factors to the least prioritized factors are: 1) Place/location; 2) Service; 3) Atmosphere & Parking; 4) Aspects of Safety and Hygiene; 5) Brand & Promotion; 6) Price, and; 7) Products. Attributes or variable indicators that are consumer preferences in choosing noodle restaurants in Gianyar Regency from the most prioritized attributes to the least prioritized attributes are: 1) Strategic restaurant location; 2) Hygienic food and drinks; 3) The attractiveness of the building and dining room; 4) The appearance of the restaurant staff is neat & clean; 5) Adequate parking space; 6) Prices according to budget; 7) Food prices according to expectations; 8) Speed of service; 9) Product popularity; 10) Clean restaurant environment; 11) Menu selection; 12) Restaurant location close to the workplace or residence; 13) Brand image; 14) Word of mouth promotion; 15) Online Review from Customers; 16) Product quality; 17) Drink prices that match expectations; 18) Clean and hygienic restaurant facilities and serving equipment; 19) Friendly & helpful restaurant staff; 20) Smooth access to the restaurant; 21) Comfortable dining room atmosphere.

Suggestion

Based on the conclusion, this study recommends the following: Noodle restaurant managers in Gianyar Regency are advised to prioritize the variables of restaurant location, service quality, atmosphere variables & parking availability, and safety & hygiene variables as the main priority because these variables are the most important for consumers. Furthermore, the variable indicators that are most prioritized by consumers that must be given special attention by noodle restaurant managers are: strategic restaurant location, hygienic food and drinks, attractiveness of the building and dining room, neat & clean restaurant staff appearance, adequate parking space, prices according to budget, food prices according to expectations, speed of service, product popularity, clean restaurant environment, menu selection, restaurant location close to the workplace, brand image, word of mouth promotion. Because the main segment of noodle dishes in Gianyar Regency is dominated by young consumers with an age range of 18-25 years, the variables designed should be adjusted to the characteristics of young consumers' tastes.

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