



Measurement Of Visitors' Perceptions And Attitudes Towards Business Location, Product Quality, And Promotion

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Abstract

This research seeks to confirm the internal views of café managers in Sembalun Area obtained from the results of previous research which stated that the main strength of cafes in Sembalun consists of three factors, namely business location, product quality, and promotion. The purpose of this research is to determine the perception and attitude of café visitors towards these three factors and provide alternative strategies that can be used in developing a café business. This study was a quantitative study using a descriptive approach. The aspects analyzed were accessibility, distance, panoramic beauty, environmental cleanliness, environmental neatness, taste of dishes, cleanliness of dishes, variety of menus, neatness of presentation, content of promotion, types of promotional media, variations of promotional media, and frequency of promotion. The results of the analysis show that visitors' perceptions and attitudes towards business location, product quality, and promotion are at a Good/Positive level but with an average value that is close to the lower limit of the good level value. Business location is a key factor in the success of café business in Sembalun Area with the highest perception and attitude values. In addition, promotion is a very crucial factor because it has the lowest perception and attitude values. Therefore, the alternative strategy offered is to develop more massive and creative promotions using social media with a wide market coverage and increasing the capacity of service personnel and café managers. This research also provides more detailed solutions to implement the suggested strategy.

Keywords: Attitude; Business Location; Perception; Product Quality; Promotion

Article Info

Paper type: Research paper

Received: November 11, 2022

Revised: January 22, 2023

Accepted: January 30, 2023

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**Amwaluna:
Jurnal Ekonomi dan
Keuangan Syariah
Vol. 7, No. 1, 2023, 58-64**

Cite this document: APA 11th edition

Rusdan, R. Sulhaini, S. Dayani, R. (2023). Measurement Of Visitors' Perceptions And Attitudes Towards Business Location, Product Quality, And Promotion. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*, 7 (1), 58-64.

<https://doi.org/10.29313/amwaluna.v7i1.11170>

1. Introduction

Sembalun is one of the tourist destinations on the island of Lombok which has a lot of café businesses. Sembalun is a category of potential destinations to visit, covering more than 70% of the total number visited by 144 people (Rahadi et al., 2022). Based on the results of field observations

on January 17, 2021, there are 43 coffee shops in total. The relatively large number of café businesses in this area is due to the tendency of people who prefer to enjoy a variety of coffee from espresso machines rather than coffee tubruk at home. In addition, the availability of coffee raw materials is abundant because Sembalun is a coffee producing area with good quality.

This research is a most recent follow-up research developed from the results of previous studies on measuring the attractiveness of the industry and the strength of café business in Sembalun. The results showed that café managers believe that business location, product quality, and promotion are the main strengths of cafes in attracting the attention of visitors (Rusdan, 2022). This research is intended to confirm the beliefs of café manager from a different point of view, namely from the perspective of visitors/customers. No matter how good the services offered, in the end the success rate will be largely determined by the visitors. Visitors will have their own perceptions and attitudes regarding factors of location, product quality and promotions carried out by these cafes (Alia, 2021); (Wachdijono & Assyifa, 2021); (Helmyzan & Roostika, 2022).

Most of the cafes in the Sembalun area are generally located on the side of the main highway which provides easy access for visitors. Café managers strongly believe that the products they offer are of excellent quality. Due to the large number of consumers who repeatedly visit their café, café managers make it an indicator of the high quality of their products. In addition, they also believe that promotion using social media and word of mouth has helped them gain customers. Therefore, researchers are interested in confirming this through scientific research, which specifically use mixed method approach. If there is a difference with the perception and attitude of visitors, it is feared that the café manager will be wrong in anticipating their assumptions. The results of this study can provide instructions to café managers to go further in the future, so that they can implement appropriate business strategies in developing their respective café businesses.

2. Literature Review

Perception is the process of understanding or giving meaning to information about a stimulus obtained from sensing objects, events, or relationships between symptoms that are then processed by the brain (Loudan & Bitu, 1971); (Hawkins, Best, & Coney, 2004); (Ezni & Hapsari, 2013); (Bilson, 2002). In addition, perception is defined as the process by which combining and organizing our sensory data to be developed in such a way that we can be aware of our surroundings, including being aware of ourselves. Perception is the thinking experienced by a person in interpreting and understanding information about his environment through the five senses (sight, hearing, smell, feeling and passion).

This perception also influences consumers' purchasing decisions. Even more, this perception gives a considerable "color" in the decision-making process of such consumers. In addition, this perception is also used by consumers in evaluating all economic activities they carry out and receive from a business institution. This perception will be used in determining the level of customer satisfaction. (Tjiptono, 2016) dan (Mowen, 2018) defines customer satisfaction as the overall attitude that a consumer shows towards a good or service after that customer has acquired and used it. More broadly, (Kotler & Keller, 2011) explains that satisfaction is related to a person's feeling of pleasure or disappointment that arises after comparing the perceived performance of the product against the expected performance. If the performance of the product does not match expectations, then there will be dissatisfaction (Anderson, 1973; Jannah et al., 2019). But when a product has performance at least equal to or exceeds customer expectations, satisfaction will be created.

Attitude is a learned tendency to behave in a pleasant or unpleasant way towards a particular object (Schiffman & Kanuk, 2010). They also classify consumers into two types, namely individual consumers and organizational consumers. Individual consumers are people or individuals who buy products (goods, services, or ideas) for their own consumption (for example, electronic notebooks),

for household use, or for consumption with friends. Meanwhile, organizational consumers are defined as institutions or agencies that buy products (goods, services, or ideas) to be traded or for the benefit of the agency / institution. Based on the definition above, it is known that consumer attitudes are a combination of beliefs, feelings, and a tendency to behave towards an object. Based on the definition above, it is known that consumer attitudes are a combination of beliefs, feelings, and a tendency to behave towards an object.

Characteristics of Attitudes, According to (Schiffman & Kanuk, 2010) consist of; (a) Object Attitude, the word object in the definition of a consumer-oriented attitude should be interpreted broadly to include concepts related to consumption or special marketing, such as products, brands, services, ownership, use of products, causes or issues, people, advertisements, internet sites, prices, mediums, or retail merchants, (b) Attitudes are learned tendencies, this means that attitudes related to buying behavior are formed as a result of experience directly about the product, verbal information from others, mass media advertising, and forms of direct marketing (such as retail catalogs), (c) Attitude has consistency, this means that the attitude is relatively consistent with the behavior it reflects, (d) Attitudes occur in certain situations, the meaning of the situation here is various events or circumstances that at a certain stage and time, affect the relationship between consumer attitudes and behavior. Certain situations can cause consumers to behave in a way that seems inconsistent with their attitude.

Attitudes consist of three interconnected components that can be seen through a three-component attitude model. This model focuses on determining the exact composition of attitudes with the intention that behavior can be explained and reinduced, as described below.

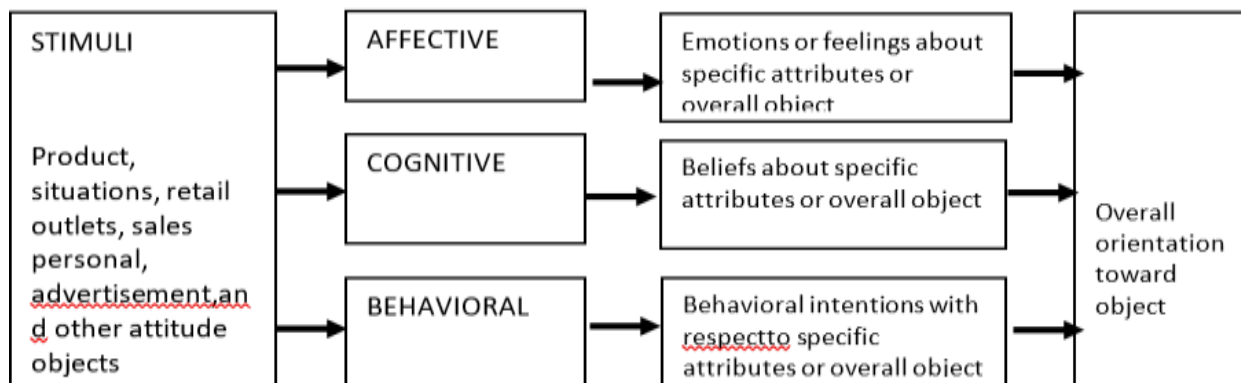


Figure 1. Attitude Component And Manifestations
(Hawkins, Best, & Coney, 2004)

According to this model the attitude consists of three components, namely: (a) The Cognitive, Component of Cognitive has to do with a person's mind (brain), what consumers think. While the cognitive component is knowledge and perception obtained through a combination of direct experience with the object of attitude and related information obtained from various sources. The knowledge and perception that is caused usually takes the form of trust, that is, the consumer's belief that the object of attitude has various traits and that certain behaviors will give rise to certain results, (b) The Affective, Affective Component is related to feelings, so it is emotional and its form is in the form of feelings of pleasure, sadness, cheerfulness, joy and so on. While the affective component is emotions or feelings towards a certain product or brand. These emotions and feelings are often considered to be highly evaluative in nature i.e. they include a person's assessment of the object of attitude directly and thoroughly, and (c) The Conative or behavioral component relates to the action. While the conative component is a person's tendency to carry out an action and behavior in a certain

way towards an object of attitude. The conative component in consumer research marketing is usually treated as an expression of the consumer's intention to buy or reject a product.

3. Methodology

The type of research used in this study is a mixed method with a descriptive approach, which measures the perception and attitude of visitors towards location, product quality, and promotion in the café business in the Sembalun Tourism Area. The data collected in this study is more dominated by qualitative data as the main data supported by quantitative data from both primary (café visitors) and secondary (publication) sources. The data collection tool used is a questionnaire that is structured to make it easier to collect data. The aspects analyzed include the perception and attitude of café visitors regarding location, product quality, and promotion of café business in the Sembalun Tourist Area

The data collection technique used is the interview as the main technique that will be complemented by observation and documentation. The population in this study is all café visitors in the Sembalun Tourist Area, whose number is unknown. Based on the consideration of the purpose of the study, the very large number of visitors, and the ability in researchers, it was decided to use the survey sample method and the sampling technique used was accidental sampling and the number of samples was 100 visitors.

The data analysis method in this survey will use the Likert Scale by providing scores (highest = 5 and lowest score = 1) for all aspects of the perception and attitude of café visitors in the Sembalun area. Furthermore, the score will be averaged for all categories to obtain an index of visitors' perceptions and attitudes.

4. Results And Discussion

Attitudes and Perceptions of Cafe Visitors in Sembalun

Promotion Frequencies in this study obtained the lowest rating and were the only aspect that obtained "Bad" quality (average value of 2.45 / D). Other aspects are at the level of perception of perception above it with the values of "good enough" and "good". Another aspect that obtained low scores in a row was the variation in the type of media (average value of 3.0) and the type of promotional media used. While the aspects that obtained the highest scores were the ease of enjoying the panorama (average value of 4.31) and the beauty of the panorama (average value of 4.30). Based on the quality criteria, only these two factors acquire excellent perception quality (A). while others are at a good level and quite good.

On the attitude side, most of them are at the Neutral level (Grade C). However, there are 3 (three) aspects that obtain an attitude index with an A grade, namely: the ease of enjoying the panorama from the café location (4.43), the beauty of the panorama from the café (4.30), and the distance from the main road (4.24). Meanwhile, those who obtained the lowest attitude index were aspects of promotion frequency and variations in promotional media.

In general, it can be said that visitors have a higher attitude value compared to what they perceive, as can be seen from the better value of the attitude index compared to the perception index in each aspect and its global index. In addition, looking at this reality, it can be said that the main strength of cafes in Sembalun is the location then followed by the quality of the dishes, while promotion is the lowest factor in its role. To improve the performance of these cafes, more vigorous efforts are needed from the manager to improve everything related to promotional factors and the quality of dishes.

Café managers don't need to bother with the location factor anymore, because it has an extraordinary attraction. What needs to be done is to nurture this already given one as a gratitude for having gotten that very beautiful nature. In addition, it is hoped that café managers and owners will have social concerns through providing understanding to the community and café visitors to maintain environmental sustainability as a very valuable asset.

Cafe Development in Sembalun Area

The development of the café business in the Sembalun Area really needs to be carried out continuously so that the sustainability of the business is guaranteed in the future. There are signals from some who think the number of cafes in this region has exceeded the number they should have. It is feared that natural selection will occur, namely that there will be cafes that close or go out of business and change their function to another business. This concern is reasonable seeing the fact that there are some cafes that are very crowded with visitors while other cafes are quiet and even very quiet visitors. In addition, there is already a café that has begun to not function as a café anymore, but is used as a grocery store. The café owner transferred his café business operations to the business of selling coffee beans and ground coffee outside Sembalun including through on-line. Furthermore, there is also a café building that is never seen operating again and other phenomena of natural selection.

Another fact that occurs in café business in this area, that the cafes that rame visitors are generally located in Sembalun Bumbung Village, while cafes in other villages are very few that are crowded with visitors. To know from the cafes in Sembalun Bumbung Village, visitors can see a very beautiful view in front of their eyes. The expanse of hills that are not too far from the café adds to the attraction itself which adds to the beautiful panorama of these cafes. Unlike the case with those in other villages that rely on panoramic views of Mount Rinjani, it is relatively quiet for visitors, because the view is only Mount Rinjani and the location of the mountain is quite far compared to the hills earlier. There is a café that is a pioneer café in Sembalun and has been operating for a dozen years which still maintains its characteristics since it was just formed until now, because it believes it has its own market segment.

For this reason, it is felt that it is very urgent to make efforts towards the survival of the business of all cafes currently in the region. Things that can be done as an alternative to this café development strategy both individually and together, namely:

- a. Displaying and highlighting the uniqueness of each café, so that there is no same café business concept. Many cafes do not have a clear café business concept. Usually they don't have grandiose expectations, their only wish is to be able to survive in the café business. It is like a café manager has a clear concept by setting the purpose of establishing a café, such as where the café is going and what the café wants to be used for. For this reason, some things that can be done include: 1) Benchmarking (comparative studies) to cafes that are already advanced and have a clear concept. This is intended so that they take the lesson that having a business concept is very necessary in order to display the uniqueness of the café berda from others. Thus, there will be café options that can be visited by tourists and they will choose a business appearance that suits their wishes; 2) Discuss and ask for the opinions of others who have understanding, knowledge, and even experience in developing business concepts. This step really needs to be done considering that our own thoughts are not necessarily completely correct, but with input from other parties, it will open our horizons even better; and 3) Develop a business concept that is in accordance with the characteristics of the Sembalun Area which is agrarian, tourism, traditional, religious, and others. For this reason, it requires the willingness of café owners to work harder to identify the values of local wisdom that will be included in their business concept.
- b. Managing promotions in a good and creative way by utilizing all the potential and current promotional media, including 1) Identify the market segment to be selected (after carrying out

the market segmentation process) and determine the placement of the product in the mind of the market (product positioning); 2) Identifying the habits carried out by its target segments, especially regarding the sources of information they usually use, their style and tastes, etc. with the intention of designing content and approaches in promoting, determining the media to be used, and building their attention to the promotions carried out, and 3) Determine the content of the message to be conveyed in the promotional activity and choose the promotional media to be used. The promotional media used should vary from more than one type, so that the foam reaches a wider market or audience and the audience does not feel bored.

- c. Build or form a café-alliance in Sembalun Area so that cooperation between café entrepreneurs is established as a place to exchange ideas or discussions regarding the development of the café business. This kind of strategy is always carried out by large entrepreneurs, so that there is healthy business competition, because they work together in various aspects of business. They remain competitive, but they grow together. If big entrepreneurs who have a strong business nuance can unite, then small café entrepreneurs should also be able to unite to build alliances and collaborate in developing the café industry in Sembalun Area. It is better to take a humanist and familial approach by providing an understanding of the importance of groups in raising their respective businesses to form a large industrial force.
- d. Develop and promote together so that all cafes are equally known by the public. Café owners don't have to worry about promoting their "competitor" café, because the café is also promoted by other cafes. This method is also widely done by large and successful companies. One hotel promoted another hotel, a newspaper promoted another newspaper, etc. Café managers should realize that every business has its own market and even if the market is the same, then entrepreneurs use different strategies as "bait" to attract the attention of their market

5. Conclusion

Based on the results of the above analysis, it can be concluded that visitors' perceptions and attitudes towards business location, product quality, and promotion are at a Good/Positive level but with an average value that is close to the lower limit of the Good level value. Business location is a key factor in the success of café business in Sembalun Area with the highest perception and attitude values. In addition, promotion is a very crucial factor because it has the lowest perception and attitude values. Therefore, the alternative strategy offered is to develop more massive and creative promotions using social media with a wide market coverage. This research also provides more detailed solutions to implement the suggested strategy.

Author contribution statement

Rusdan for writing the proposal
Sulhaini for analyzing the data

Acknowledgements

Lady, (the translator) for helping us translating this paper

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