Perceived Restaurant Food Healthiness on Consumer Satisfaction at Burgreens Menteng Resto

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ABSTRACT

Purpose: This research aims to look for the significance of the effect of perceived restaurant food healthiness on consumer satisfaction at Resto Burgreens Menteng.
Methods: The respondents of this research are consumers of the Burgreens Menteng restaurant using a sample of 318 people. The sampling technique used was non-probability sampling with an accidental sampling approach. Data analysis using IBM SPSS application ver. 25 for Windows, using the technique of Simple Linear Regression Analysis.
Result: The results of this research indicate that perceived restaurant food healthiness is proven to have a positive and significant effect on consumer satisfaction. The role of perceived restaurant food healthiness is directly proportional to consumer satisfaction.
Implication: The implications of this research support the results of previous research and strengthen the theory related to perceived restaurant food healthiness and consumer satisfaction. Perceived restaurant food healthiness has an important role in consumer satisfaction in a restaurant. changing views about eating. Besides to fulfill the daily needs of humans, food also must make the body healthy. So, avoid being overweight and avoid various types of diseases.

Keywords: perceived food healthiness, restaurant, consumer satisfaction.

INTRODUCTION

Every human has primary needs, one of which is food. Humans need food so that the body can process it into energy (calories). The body needs the right amount of calories and is balanced with the activities. The goal is that the food consumed can be directly converted into energy without the need to accumulate in the body for a long. The rise of fast food and sugary drinks, which have high calories, has a negative impact on the health of the body. However, all body functions can run well if humans eat healthy food.

Healthy food, according to Indasah (2019: 21), is food that has hygiene and nutrition, such as carbohydrates, protein, vitamins, and minerals. In addition to bodily functions, the human need for healthy food is influenced by many factors, such as: maintaining ideal body weight or proportions, people who are seriously ill, such as (cholesterol disease, diabetes mellitus, coronary heart disease, etc.), and course it is a lifestyle shift from people realizing how important the health of the body is during the recent Covid-19 virus pandemic.

In this era of globalization, there are many types of restaurants that we can meet in Indonesia. Each restaurant has its characteristics, and one of the characteristics that are increasingly developing among the types of restaurants that exist is restaurants that carry a menu of healthy food that they offer. Recently, the restaurant has been increasingly innovating where the food is made to resemble the food we usually find every day but has basic ingredients from plants. Even though the menu is made with organic plant-based ingredients, it does not reduce the delicacy and attractive appearance of the food menu served. This is increasingly attracting interest from people to realize the importance of each composition and caloric value of food consumed for their body.

One of the restaurants in Jakarta that carries the theme of restaurant food healthiness is Burgreens which is located in the Menteng area, Central Jakarta. This restaurant provides plant-based (vegan) food in the basic components of food. These foods are processed into similar forms of food that are known to have high calories.

Consumer satisfaction is obtained from achieving consumer expectations for the products offered by a business. In this case, the achievement of consumer expectations to be able to eat healthily is realized by the presence of restaurants that carry the concept of healthy food. Customer satisfaction is the main reference for the success of a restaurant business. When consumers are satisfied with what a restaurant serves, they will not hesitate to make repeat purchases and recommend the restaurant to their relatives and colleagues.

Perceived Restaurant Food Healthiness, based on the explanation from Lay & Kartika (2019), is the perception of health from food that customers feel in a restaurant which is related to the characteristics of the food, which include the freshness of the ingredients used, low content of calories, fat, and sugar. So Perceived Restaurant Food Healthiness is the health view of restaurant consumers regarding the food they try. This view of health has to do with the characteristics of food, including the freshness of each ingredient used, and the low levels of fat, calories, and sugar in a food serving.

Indicators for measuring Perceived Restaurant Food Healthiness, according to Lay & Kartika (2019), are balanced nutritional content, availability of food choices that are suitable for health, helping to control the body's diet, information about nutrition, and healthy cooking methods. Based on the facts presented by Kumala et al., (2021) and Ismawanti et al., (2021), Perceived Restaurant Food Healthiness can control food for a history of certain diseases.

Consumer Satisfaction, according to Hanum et al. (2021) is a comparison between products or services that customers perceive as exceeding predictions before the product/service is purchased by the customer. If the feeling exceeds the customer's expectations, the customer will be satisfied, and vice versa. So, consumer satisfaction is comparing products or services found by consumers beyond the predictions of consumers before purchasing a product or service. Consumers feel satisfied if the feelings found to exceed their predictions of the consumer's and vice versa; consumers feel dissatisfied if the feelings found are below their predictions. Indicators of consumer satisfaction, according to Asti & Ayuningtyas, (2020), are as follows: Product quality, service quality, emotion, price, cost, and convenience.

The results of previous research from Pinto et al., (2021) stated that the factor a person has perceived food healthiness is awareness and knowledge of the

composition of each ingredient. Previous research was conducted by Lay & Kartika (2019) where previous research took place at Madame Chang Restaurant, Surabaya. The results of this study are that perceived restaurant food health has a positive and significant influence on consumer satisfaction and perceived value. Another similar study was also found by Ajunanie (2018) this research is located at the D'Natural Healthy Store & Resto. The research results obtained are the variable perceived restaurant food healthiness has a significant positive effect on consumer satisfaction variables.

Perceived restaurant food healthiness

X Variable

H1
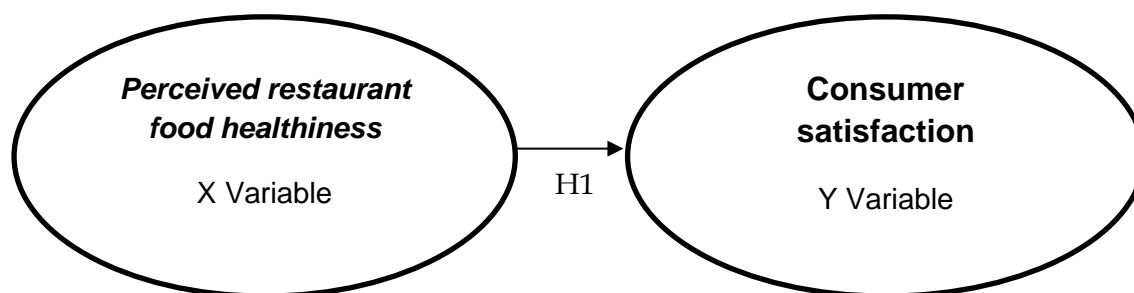
Consumer satisfaction

Y Variable

Figure 1. Conceptual framework

Based on the explanation of previous research and the framework of thought, hypotheses or temporary answers that can be formulated in this study, namely: Hypothesis 1: (H1): The characteristics of research respondents at Resto Burgreens Menteng are people who are aware and knowledgeable about the composition of each food ingredient and Hypothesis 2: (H0): There is no positive and significant influence between perceived restaurant food healthiness on consumer satisfaction at Resto Burgreens Menteng. (H2): There is a positive and significant influence between perceived restaurant food healthiness on customer satisfaction at Resto Burgreens Menteng.

RESEARCH METHODS

The research method used is a quantitative survey with a questionnaire. The unit of analysis used is the consumers of Burgreens Menteng Restaurant. The variables used in this study are perceived restaurant food healthiness variables (independent), and consumer satisfaction variables (dependent). The variable measurement uses a Likert scale of 1-5 (strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1)).

Data collection methods in this study were divided into two, namely: primary data (questionnaires and observations) and secondary data (previous journals, supporting books, consumer reviews on information search and food ordering sites, websites, and official social media belonging to Burgreens restaurants, as well as other theoretical sources).

The research population is 1550 people. The sample that the researcher will use is a non-probability sampling method (accidental sampling). The characteristics of the respondents who were considered suitable as data sources were: respondents aged 18-59 years and the respondent had at least 1 visit to the Burgreens Menteng Restaurant.

The samples taken were 318 respondents. According to Putri & Rahyuda, (2017), the number of samples in survey research was more than 30 and smaller than 500, which was sufficient for research in general. The research data analysis method is a description of the research data, data quality test (validity test and reliability test), classic assumption test (normality test and heteroscedasticity test), and hypothesis testing (simple regression test, partial hypothesis test or t-test, and coefficient of determination) Data processing in this study uses the help of the IBM SPSS Ver.25 application.

RESULTS AND DISCUSSION
RESULTS

Burgreens restaurant is one of the leading vegetarian restaurants in Indonesia. The specialties in Burgreens restaurant are Asian (Indonesian, Korean, and Japanese) and Western dishes, such as burgers, pasta, steaks, etc. Burgreens Menteng Restaurant was established in 2018.

Table 1. Characteristics of Research Respondents

No.	Characteristics	Classification	Amount Respondents	Percentage
1.	Gender	Man	141	44,3%
		Woman	177	55,7%
Total			**318**	**100%**
2.	Age	18-27 years old	96	30,2%
		28-37 years old	105	33,0%
		38-47 years old	73	23,0%
		48-59 years old	44	13,8%
Total			**318**	**100%**
3.	profession	Student	60	18,9%
		merchant	36	11,3%
		Government employees	51	16,0%
		Private employees	135	42,5%
		Unemployment	19	6,0%
		Other	17	5,3%
Total			**318**	**100%**

[Source: Primary Data, 2022]

Based on the data in the table above, there were 318 samples taken, the first characteristic being gender. The majority of respondents who were female were 177 people or 55.7% and male respondents were 141 people or 44.3%.
The second respondent characteristic is age or age. The majority of restaurant consumers who participated in the study, aged 28-37 years, were 105 respondents or 33%. The second sequence is 18-27 years old with 96 respondents or 30.2%. The third order is 38-47 years old with 73 respondents or 23%. The last sequence is 48-59 years with 44 respondents or 13.8%.

Table 2. Validity Test Results

No.	Indicator	Symbol	R_{count}	R_{table}	Significance
1.	Nutritional Content	X1.1	0,443	0,1104	0,000
		X1.2	0,489	0,1104	0,000
		X1.3	0,528	0,1104	0,000
2.	Food choices	X1.4	0,499	0,1104	0,000
		X1.5	0,615	0,1104	0,000
		X1.6	0,566	0,1104	0,000
3.	Dietary control of the body	X1.7	0,587	0,1104	0,000
		X1.8	0,575	0,1104	0,000
		X1.9	0,544	0,1104	0,000
4.	Information about nutrition	X1.10	0,586	0,1104	0,000
		X1.11	0,617	0,1104	0,000
		X1.12	0,529	0,1104	0,000
5.	The right cooking method	X1.13	0,521	0,1104	0,000
		X1.14	0,569	0,1104	0,000
		X1.15	0,486	0,1104	0,000
6.	Controlling food for people with a history of certain diseases	X1.16	0,554	0,1104	0,000
		X1.17	0,482	0,1104	0,000
		X1.18	0,502	0,1104	0,000
7.	Product quality	Y1.1	0,482	0,1104	0,000
		Y1.2	0,611	0,1104	0,000
		Y1.3	0,496	0,1104	0,000
8.	Service quality	Y1.4	0,522	0,1104	0,000
		Y1.5	0,494	0,1104	0,000
		Y1.6	0,474	0,1104	0,000
9.	Emotional	Y1.7	0,558	0,1104	0,000
		Y1.8	0,552	0,1104	0,000
		Y1.9	0,555	0,1104	0,000
10.	Price	Y1.10	0,618	0,1104	0,000
		Y1.11	0,605	0,1104	0,000
		Y1.12	0,509	0,1104	0,000
11.	Cost and convenience	Y1.13	0,583	0,1104	0,000
		Y1.14	0,593	0,1104	0,000
		Y1.15	0,591	0,1104	0,000

[Source: Primary Data, 2022]

Based on the table above, the results for the validity test show that each item in the questionnaire statement in this study produces an r count value that is greater than 0.1104 (r table). So, the measuring instrument of each variable is declared valid. All measuring instruments can be used for this research.

Table 3. Reliability test results

Research variable	Symbol	*Cronbach Alpha*	Explanation
Perceived Restaurant Food Healthiness	X	0,856	Good reliability
Consumer Satisfaction	Y	0,832	Good reliability

[Source: Primary Data, 2022]

The data reliability test in this study used the Cronbach Alpha test. The significance level used is 0.05. Based on the table presented above, the results of the reliability test for the measuring instrument for variable X are 0.856, and the

measuring instrument for variable X has good reliability. The test results for the reliability of the measuring instrument for the Y variable were 0.832, the measuring instrument for the Y variable had good reliability. It can be stated that the measuring instruments for each variable in this study are reliable and the data collected can be used for the next analysis stage.

Table 4. Normality test results

Variable	Number of Samples	Significance
Perceived Restaurant Food Healthiness	318	0,200
Consumer Satisfaction	318	0,200

[Source: Primary Data, 2022]

The first classic assumption test is the normality test. The normality test uses the Kolmogorov-Smirnov nonparametric statistical test (K-S test). The results of the normality test in this study show a test value of 0.200> 0.05. It can be interpreted that the data on the variable perceived restaurant food healthiness (X) and consumer satisfaction (Y) with a total sample of 318 respondents are normally distributed or meet the requirements of the normality test because the result is more than 0.05.

The heteroscedasticity test uses the White test. The results showed that there were no symptoms of heteroscedasticity in this study. because the R-squared results show a result of 0.059> 0.050.

Enter the results of the hypothesis test, where there are three tests, namely: simple regression test, t-test, and test of the coefficient of determination. Simple regression test results in this study. that is:

$$Y= 1,588 + 0,656X$$

The results of this regression equation mean that if the value of the variable perceived restaurant food healthiness (X) is constant, the value of the consumer satisfaction variable (Y) is 1.588. The meaning of this value is that for every increase in the value of the perceived restaurant food healthiness variable, the value of the consumer satisfaction variable will increase by 0.656.

The results of the t-count test are 15.384. These results indicate that the t-count in this study meets the requirements. This is because (t-count) 15.384>(t-table) 1.9675. The result of a t-count of: 15.384 also means that the perceived restaurant food healthiness variable has a positive effect on the consumer satisfaction variable. and has a significance value of 0.000 (smaller than 0.05) meaning that the perceived restaurant food healthiness variable is directly proportional to the consumer satisfaction variable. This statement means that the higher the perceived restaurant food healthiness, the higher the consumer satisfaction. Thus, it can be stated that the variable perceived restaurant food healthiness (X) has a significant effect on the consumer satisfaction variable (Y).

The value of the coefficient of determination (R^2) is 0.428 or 42.8%, meaning that perceived restaurant food healthiness is able to explain consumer satisfaction by 42.8%. This shows that the ability of the variable perceived restaurant food healthiness to explain the variable of consumer satisfaction is 42.8% and the remaining 57.2% is influenced by other variables.

In this study, the majority of Burgreens Menteng Restaurant consumers were female, because women consumed more vegetables and fruits (Modlinska et al.,

2020) and paid more attention to their health (Bärebring et al., 2020). Feil et al., (2020) revealed that young adult consumers are more motivated to accept organic foods that have health benefits. At the age of young adults, people have started to prepare health conditions for their old age, they will be more careful in choosing the food they consume. This characteristic is also consistent with the theory presented by Pinto et al., (2021) where awareness and knowledge of the composition of each ingredient is one of the factors that people have a healthy view of the food they try, especially healthy food. People from the upper middle class, educated, and people who take care of their body's health pay more attention to the health of the food they consume.

Therefore, it can be seen in table 1 that this is in accordance with the respondents who participated in this study who came from productive young adults and had decent jobs. where the respondents came from productive young adults and had decent jobs, both as employees, traders, and students. So, H1 in this study is accepted because the respondents can be said to fit into the category of people who have awareness and knowledge of the composition of each ingredient and they pay more attention to the health of the food they consume.

Based on the results of the t-test conducted, these results show that the variable perceived restaurant food healthiness has a positive and significant influence on consumer satisfaction at Resto Burgreens Menteng. That is, the decision H2 is accepted and H0 is rejected. The role of perceived restaurant food healthiness is directly proportional to the presence of consumer satisfaction.

The role of perceived restaurant food healthiness is directly proportional to the presence of consumer satisfaction. If someone has a higher level of perceived restaurant food healthiness, then the level of consumer satisfaction that is created is also higher. If consumers have high health perceptions from every food they try, they will feel appropriate and even exceed the health perception they have with the food available at Burgreens Menteng restaurant. This is because the Burgreens Menteng restaurant not only serves identical variations of healthy food in the form of vegetables and fruit, they even change the appearance of healthy food to look like "naughty" food. So, the level of satisfaction from consumers who visit Burgreens Menteng restaurants is also getting higher.

This research can support previous research conducted by Lay & Kartika (2019) where previous research took place at Madame Chang Restaurant, Surabaya. The results of this study are that perceived restaurant food health has a positive and significant influence on consumer satisfaction and perceived value. Another similar study was also found by Ajunanie (2018) this research is located at D'Natural Healthy Store & Resto. The research results obtained are the variable perceived restaurant food healthiness has a significant positive effect on consumer satisfaction variable.

In addition to supporting previous research, the results of this study also support reviews from consumers on various search, ordering, and food review sites. Consumers feel satisfied after visiting the Burgreens Menteng restaurant. This satisfaction arises because the Burgreens Menteng restaurant has succeeded in facilitating consumers who have a healthy perception of food.

The research implications in this study are divided into two, namely: theoretical implications and practical implications. The theoretical implication of this research is that the results of this study can support the results of previous studies and strengthen the theories related to perceived restaurant food health and

consumer satisfaction that have been explained by several previous researchers. Furthermore, the practical implications of this study are: Health perceptions of consumers related to healthy food play an important role in customer satisfaction in a restaurant. This perception helps consumers to change their views about eating. So far, the purpose of eating is only to meet daily needs. But now, in addition to meeting daily needs, the food consumed must be able to meet the intake needed to make the body healthy so that the body can avoid being overweight and also avoid various types of diseases.

CONCLUSION

The first conclusion in this study is that the characteristics of gender are dominated by women, the majority are aged 28-37 years and the majority of respondents work as private employees. The research respondents at Resto Burgreens Menteng can be said to fit into the category of people who have awareness and knowledge of the composition of each food ingredient. Second, perceived restaurant food healthiness is proven to have a positive and significant influence on customer satisfaction at Resto Burgreens Menteng. the perceived restaurant food health variable has a role of 42.8% on consumer satisfaction and the rest is the role of other variables. All the limitations of time, data, and manpower that the author has in writing the final project make the writer limit the problems discussed in the research, namely only "Perceived Restaurant Food Healthiness Affects Consumer Satisfaction at Resto Burgreens Menteng".

Suggestions are aimed at three sections, namely: companies (Burgreens Menteng Resto) where Resto Burgreens Menteng are advised to readjust the meal portions offered by the restaurant to the needs of the consumer's meal portions, reevaluate the selling price of food and make more attractive promos, and keep maintain and be able to improve the quality of the healthy food served and services in order to maintain the existence of the restaurant among consumers. Second, future researchers who wish to carry out similar research in the future, are expected to reconsider adding several variables that can influence consumer satisfaction into research such as perceived value and promotion, and can take similar restaurants that carry the concept of good healthy food located in the Jakarta area or outside Jakarta. Finally, readers are advised to start having perceived restaurant food health because this perception can help readers change their views on food and can determine which foods have positive and negative effects when the food is consumed by the body, if readers who have implemented perceived restaurant food health are very important to maintain in order to keep the body healthy and avoid various diseases caused by consuming unhealthy foods.

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