The Comparative Analysis on the Consumption Behavior of Students of Brawijaya University in Food Purchasing in Food Stalls and Cafe in Malang

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ABSTRACT

Fast Food becomes one of the alternatives of busy urban society regardless the age as they have been overwhelmed with so many activities so that they do not have time to cook by themselves either at home or at the dorm. All of these are made possible since nowadays there are so many available facilities eating places such as cafe or food stalls. The existence of cafe and food stall currently fulfills the needs of those who want something more instant, easy and complete. This phenomenon is far different from what happened ten years ago when daily meals are more likely to be done at home presented by a housewife or those living in a boarding house will have their own cooking.

This research uses descriptive quantitative method to do the appropriate research in investigation a condition in two ways: interview and questionnaire. This method enables the researcher to describe in more detail the level of consumption of Brawijaya University students in purchasing food from food stalls and cafes in Malang. At the end, the results obtained in this study are expected to be able to describe the degree of difference of those consumers who choose to buy food either at the food stall or cafe. Consumers habit of eating food at cafes will later give negative impact for food stalls business owners.

Keywords: consumption behavior, food stall, cafe, and lifestyle.

A. INTRODUCTION

At present day, the economic development is higher marked with competition among companies as producers of goods and services, or other similar products, with a variety of advantages. In this case, consumer would have been the most benefited because consumers are given larger opportunities to choose and buy products of their preferences and needs. Consumption activities undertaken by urban communities are not only driven by the need of function. It is also influenced by their desire to attain prestige. They tend to buy goods even if they
are not in need. In this modern life, urban communities, particularly who live in Malang, demands rapid consumption and instant lifestyle. This is due to campus activities and events around urban areas. Compared to 2000s era, students tend to eat in boarding house, mothers have time to cook, and people prefer to eat together at home. However, with the amount of people’s bustle, dining in food stalls and cafes becomes a tradition in the current environment.

Eating out is also a means to gather with other people for events such as reunions, meetings, birthdays, etc. It is usually done either in restaurant or cafe in the hope of having an enjoyable atmosphere and avoiding formal moment. It is also a solution for most people, especially students and families who have working mothers. Buying food at cafes providing a variety of meal options without wasting time.

**Table 1.1 Total Population Malang in 2013**

<table>
<thead>
<tr>
<th>No</th>
<th>District</th>
<th>Total Population</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blimbing</td>
<td>185.187</td>
<td>92.745</td>
<td>92.442</td>
</tr>
<tr>
<td>2</td>
<td>Klojen</td>
<td>107.212</td>
<td>52.605</td>
<td>54.607</td>
</tr>
<tr>
<td>3</td>
<td>Kedung Kandang</td>
<td>191.851</td>
<td>96.343</td>
<td>95.508</td>
</tr>
<tr>
<td>4</td>
<td>Sukun</td>
<td>191.229</td>
<td>95.988</td>
<td>95.241</td>
</tr>
<tr>
<td>5</td>
<td>Lowokwaru</td>
<td>160.894</td>
<td>80.419</td>
<td>80.475</td>
</tr>
<tr>
<td></td>
<td><strong>JUMLAH</strong></td>
<td><strong>836.373</strong></td>
<td><strong>418.100</strong></td>
<td><strong>418.273</strong></td>
</tr>
</tbody>
</table>

Source: Dinas Kependudukan dan Catatan Sipil Malang 2013

From the data above, Malang has big potential to make purchasing transaction of food in cafe. As in Lowokwaru total population of 160,894 where the location is a upper class location there are a lot of universities, shopping malls such as Malang Town Square and cafes as an alternative students to buy food. In Malang, not only food stalls but also the cafes are attended by a number of students as their main points to buy food when hungry.

From various reasons, the writer focuses on research and observation of consumer behavior in strategic location that is Lowokwaru to know the students interest in food stalls and café. Where Lowokwaru found many universities, however, the writer just directed to some age of consumers. But, the writer only focus on selecting women respondents range from 17 to 24 years old with assume the consumers never make purchases of food and beverages in the food stalls and cafés. It has been suggested elsewhere that women may be more sensitive to the relational aspects of service encounter and men to core aspect, such as speed and efficiency (Beynon et al., 2010). Based on the description above, it is important for the writer to understand shopping behavior of consumers in fulfilling the needs and desires of consumers. Through this study, the writer focused on consumer behavioral in food stalls with regard to the increasing number of cafes stand.
Specifically the following research questions will be addressed: For what the food stall and cafe other than buy food in consumer behavior? What factors influence consumer behavior in choosing for in a food stall and cafe?

B. LITERATURE REVIEW

In this chapter, the discussion about the definition of some topics in research will be explained.

General Description of Food Stall and Cafe

Food stall is small shop selling food and drinks at low prices. Food that sold by food stalls similar with home-cooked food. They are an alternative place for students to satiate the stomach, especially for men. They have ordinary place or interior, sometimes food stalls only provide tables and chairs or sitting on the floor. The word of Café came from French, “café” which means it is (drinks) coffee but then became a place where a person can drink that not only coffee but also other beverages.

General Description of Consumer Behavior Theory

Processes or activities carried out by someone who has desire to buy goods or services to meet their daily needs. Consumer behavior tends to occur at the time of purchase. It can raise a person’s sense of satisfaction after the purchase transaction. Consumer behavior not only learn what is purchased or consumed by the consumer, but also place, the habits, and objects that shape the products and services. Two consumers form:

1. Personal Consumer is the consumer who buys or uses goods or services for his own use.
2. Organizational Consumer is the consumer buying or use of goods or services to meet the needs and running the organization.

Consumer behavior is divided into two that are rational and irrational. Rational consumer behavior is a person or buyers who choose goods in accordance with the ability of consumers and the quality of the goods or services are guaranteed. Irrational consumer behavior is the condition when consumers choose the goods not for necessity but for the interest of ads and the promotion of print media or television. These items are branded goods that are known by all people.

General Description of Consumer Decision Model

A process taken by consumers to decisions making in the purchase, which is usually the decision-making is based on the influence of a person, environment or market conditions. Two broad influences determine consumer choice. The first influence is the needs of individual consumers, brand perception characteristics, and attitudes toward alternatives that influence the choice of brand. The second influence of consumer decision making is the environment.
General Description of Consumer Decision Making

Consumers make a selection choice of the items to be chosen either goods or services. Selection is exactly what resulted in a decision to buy or not separately. Consumer behavior will determine the decision-making process in purchasing them. The decision-making process is a problem-solving consists of five stages as follows: (1) The introduction of problem (2) Search Information (3) Evaluation of Alternatives (4) Purchasing Decisions (5) Post-purchase.

C. RESEARCH METHOD

The research methodology of this minor thesis is descriptive quantitative. A process of problem solving by conducting appropriate research to investigate the fact that a state or condition.

Selection is a descriptive quantitative method in order to learn, explain or interpret a case in a natural society, as it is, and without intervention of other parties. According to Nazir (1998) descriptive analysis is a method in researching a group of people, an object, a set of conditions, and a system of thought or a class of events in the present. They will also be able to describe and analyze the phenomena obtained in the form of words in order to obtain a conclusion. With this method will be described in more detail on the level of consumption of Brawijaya University students in the purchase of food in food stalls and cafes in Malang.

Research Methodology

<table>
<thead>
<tr>
<th>Type of Research</th>
<th>Quantitative Descriptive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
<td>University of Brawijaya Neighborhood</td>
</tr>
<tr>
<td>Type and Source of Data</td>
<td>Primay</td>
</tr>
<tr>
<td>Data Collection Method</td>
<td>Deep Interview, cuisinnaire, Literature.</td>
</tr>
</tbody>
</table>

D. ANALYSIS RESULT

Malang is known as a residential city, a city of education, a trade and service center services, and a tourism city as well. It is no wonder that there are many types of food offered in stalls and cafe located in Malang. From the data were collected by the researcher by referring to a variety of questions distributed via questionnaire and interviews which are all derived from the respondents. The researcher chose respondents aged 17-24 years old since the respondents of this research are both the freshmen and the senior students. In the previous stage the researcher focused on selecting the respondents who would provide useful information in this research in which it just involved only 15 people and those people are willing to give their response with regard to the questions given. The following is the result gotten from the respondents.
Respondents Gender

From the data, respondents were from women and men. But from the data that has been obtained 59% of women and 41% of male respondents.

Respondents’ Age Composition

From the data it can be seen that the number of respondents aged 20 years old is 44% of the total respondents. It is followed by respondents whose age is 18 and 21 years old with 18%. Next, the respondents having the age of 17 years old, 19 years old, and 24 years old are just 5%. Meanwhile, the lowest percentage that is 3% is occupied by those having the age of 23 years old followed by those having the age of 22 years old with 2%. Those age ranges clearly describe the difference on students’ daily lives in food purchasing at food stalls and café.
Respondents’ Education Composition

The writer categorizes the respondents’ education level based on their latest education. From the data that has been obtained by the main visitor, education comes from the S1 (Bachelor Degree) at 87%, then other at 8% and the last of S2 (Master Degree) by 5% who have visited food stall and cafe.

Respondents Living Cost Per Month

The writer also gets the information related to the respondents’ monthly income from the questionnaire. There are five ranges of income that the writer got. Based on these result, it can be seen that 38% of respondents have an income of IDR 500.000 – IDR 1.000.000, followed by 31% respondents whose income is IDR 1.000.000 - IDR 2.000.000, 21% of respondents have IDR 250.000 – IDR 500.000 as their monthly income, and the remaining 10% is for those having...
monthly income for IDR 2,000,000-3,000,000. Meanwhile, there is no one or 0% having the income of IDR 3,000,000 - IDR 5,000,000. The income category is derived from both the pocket money given by respondents’ parents and the businesses that the respondents have.

Factors affecting the respondents to select food sold in food stall or cafe

There are some advantages provided by a food stall one of which is a food stall offers the taste of food which is suitable with the tongue of Indonesian or it is better known as the home-cooked meals and it has affordable price. However, there are also some drawbacks of stalls that is a food stall usually is lack of effortto maintain its cleanliness so sometimes its service is unsatisfactory. Another drawback that a food stall has is it provides services in an uncertain time as it is sometimes open in the evening or just in the afternoon. Last, the consumers feel a bit uneasy and feel less comfortable with the facilities that a food stall has.

Based on the answers of the interview, of all the informants say in the food selection of cafe and stalls depending on the price. It is in accordance with the description provided by respondent number 1:

*It depends, I always see the price as the first thing to consider. If the price is affordable then I would like to go to the stalls. In some occasion when I hang out with friends I prefer go to a cafe. It is more promising go to stalls when I have no time to cook, close from the boarding house, sometimes I buy food when I go to the campus or vice versa. I go to cafe just because of my friend’s invitation.*

Another reason of why the respondents prefer to buy food from a stall because it is cheaper than cafe. This is the reason of some respondents as described by respondent number 2:

*Of course, for boarding house student like me I should be able to save money because I do not have not much so I prefer food stalls. The food served by the food stalls makes me full with its tasty, and home-made cookings.*

The Aspects Hindering the Respondents to Eat Both a Food Stall and Cafe

For those who do not like eating at a food stall because most food stalls do not have free parking area, hygiene food, dishes, toilets, and also sometimes the owners are less aware of students’ need. A food stall is closes once the students are having days off or holidays.

That makes consumers feel resentful, and prefer to move to another place as expressed by the respondent number 7:

*Cafe on Soekarno Hatta street is enjoyable for chatting, playing, joking, and learning. However, there is a minus of a cafe as sometimes the service is less satisfactory, the price and flavor of the food is incomparable. It has a very expensive price despite its standard taste. Sometimes there is someone who smoke in a cafe so it is very disturbing for the non-smokers.*
A cafe is dominant preferred by all people, but it is not yet a perfect choice because there are still some shortcomings owned by cafes located around UB area. Long service, sometimes after ordering menu consumers must wait for a long time to eat food as the cooking process takes a long time. And with regard to the price there are some cafes have expensive prices for their menu but the food serve are less in taste. Cafes having an-friendly, and impolite waiters makes their consumers feel reluctant to come back. This is in line with what is expressed by consumer number 10:

_Sometimes I feel annoyed when buying food in a café as I have to queue for a long time served by unmannnered cashier who never smiles and shows her unfriendly behavior. It makes me less satisfied. In other word, it can be said that if everything is neatly served from its food, convenience, and the service is given nicely than consumers will be loyal and intend to do a repurchase activity, if not they would definitely move to another cafe._

**E. FINDING AND DISCUSSION**

**The Analysis on the Consumption Behavior of Students of Brawijaya University in Food Purchasing in Food Stalls and Cafes**

The consumption Behavior on those who prefer eating at food stalls and cafes turn out to the some difference. Female students are likely to eat at food stalls as they provide large portion of menu which can make them really full. Moreover, there are some food stalls which provide “self-service” facility which enables students to choose menu by their own and with the amount of food they prefer. Some female students like to go to the food stalls as they are close to their boarding houses so that they do not need to cook by their own. It is true that stalls can be an alternative for the boarding students when they miss home cooking. Stalls also provide a variety of menu especially vegetables, where students can easy get it. Today many stalls are dirty but they offer prices which are the same as cafes. The owner of food stalls sometimes try to increase the number of consumers eating at their stalls so they just try to add some more facilities.

A Café is identical with snacks, expensive price, and creative interiors. For the students, they will go to a café even once they go broke that is why they usually come at the beginning of the months when they still have much money as they have just gotten some pocket money from their parents going to a café for them has just become a tradition or a usual habit as they can make use of café as a place to gather with their friend for just snacking or chatting. Sometimes, the share the expense they spend on café’s meal by their friends.

From respondents data obtained for the Bachelor Degree level of education of the respondents, the respondents has been able to manage finance more to eat at place like Cafe without waiting for the begining of the month. Because they already understand and know where the sites are in accordane with the financial Cafe, but for new students they still like to try new things so that it can be almost every time. They tried to buy a meal at a different place of food stall and cafe, with changes from one place to another indicates that the student has a
consumerist consumer tastes become one of the factors that affect a person lifestyle.

**Consumer’s Behavior Model**

Different from those who are still in their teen age, adult of the old generation will have different eating habit compared to today’s generation. The age difference will lead to different tastes and preferences in the habit of visiting stalls and cafes. Young adult age i.e. 17-24 years usually have higher taste than the old ones. Consumer behavior is defined as the level of influence of a person's attitude to take decisions in purchasing something. In this research, the researcher analyzes consumer’s attitudes of buying food at the stall and cafe. Cultur and environmental factors turnout to be a major factor for the informant in choosing stalls and cafes. The habits of eating in stalls becomes a tradition for everyone, especially students who do not cook at boarding house. Besides, the habit of buying food in stalls become an alternative foremost students because the price reasonable and the portion is large in quantity.

Most of the male respondents prefer food stalls because foods in the food stalls are affordable and they are served in a large portion which can make the male respondents full

**Consumer’s Decision Making**

The consumer's decision to consume goods and services are determined by the behavior of the consumers. The process of purchase decision does not just happen, but is influenced by many factors, so the decision chosen by the customer may differ from one consumers to other consumers. Behavioral decision process begins with the introduction of needs, information search, evaluation of alternatives, purchase and post-purchase behavior. (Engel et al, 1994). It applies to the decision of choosing food stalls or café as the place to eat. There are some considerations as follow:

**The introduction of Needs**

The result of research that the biggest reason or motivation of the respondents visited different stalls than cafe is because the price is cheap and affordable. In addition, the location of food stalls is strategic as it is close the campus or boarding houses of students will easily find it. Other reason is food stalls provide home-made cooking which students long for as they are accustomed to eating them while they are at home.

**Searching Information**

Internal search is usually done by the respondents who had previously come to stalls and cafes, where they rely heavily on existing knowledge about the places to be visited. The level of satisfaction with previous purchases will determine consumer’s reliance on the internal search. Aside from internal searches, consumers also get information on places to be visited from external search. Some people are hard to get information about the place want to target because it does not have clear address and nameplate in the dining area, so that when a cafe does
not inform the café into social media that is currently circulating it was indeed considered less effective.

**Purchase**

Most respondents do activities to buy a meal in the cafe at the time of holidays such as Saturday, but for stalls there is no determination because stalls become main place to buy food for most people. In the Malang area, almost all cafes are full of students on holidays. There is no concern for the people who will visit the cafe when it is full, because it has many purposes compared to other places. But there is also a cafe which is open until the late at night, so these places become the place for male students to hang out while drinking a cup of coffee. Different from male students, female students pay more attention to the uniqueness of the cafe. That's the difference between a cafe and a stall.

**Post-Purchase Behavior**

Consumers action after a visit is assessed whether the results of the visit to stalls and cafes is satisfactory or not. If consumers feel satisfied, they will have the desire or the confidence to come up again at any time. Consumers satisfaction can lead to loyalty to the sales and it can be seen from the attitude of consumers when they visit especially when the price of foods offered increases.

The responses from the drawbacks of cafe turn out that café sometimes provides longer service so it makes the consumers to stand in a line for quite a long time which off course makes the consumers feel dissatisfied.

**F. CONCLUSION AND RECOMMENDATION**

The conclusion and recommendation will explain the result of the research in a brief summary.

**CONCLUSION**

Based on this study, it can be summed up as follows:

1. In general, the main point is that in everyday life students generally consume foods sold in the stall. There are also some respondent who feel less likely to buy meals at stalls due to cleanliness and a narrow place factors which make them less convenient. Despite the weaknesses of a food stall, a food stall remains a favorite place for students to get their daily meal due to its cheaper price and the home made cooking it offers so students who long for home-made cooking can just go to this stall. Moreover, food stall is the easiest place to get some food before or after going to a campus.

2. There are various factors that influence consumer move from a food stall to a cafe. The first reason is due to the hygiene factor as food stall is less convenient, hot, and has less attractive interior. In a food stall, a consumer cannot linger over in that place so it is somewhat different from a cafe. On the other hand, cafe visitors can remain in the café as he or she needs. Moreover, in cafes consumers can enjoy the facilities
provided by the cafe owner so they can feel at their home. Cafe located in Malang area always give different atmosphere. Cafe becomes a favorite place to be visited at the beginning of the month, especially for students, because the place is comfortable. Moreover, the facilities which are always sought after by everyone is Wi-fi. In addition, sometimes there is live music too. Here, almost everyone can spend less than 1 hour to just having meal and they will not forget to capture the moment by just taking photo with friends. Despite its strengths, a cafe also has some weakness namely it does not give quick service, the prices are sometimes incompatible with flavor, and it has less varied menu.

RECOMMENDATION

1. Due to problems of lifestyle becomes a problem that the current trend is in line with the advance of globalization, does not rule out the emergence of difference in the pattern and behavior of the audience and a food stall and cafe from time to time later according to the will increasing outlets food stall and cafe which will appear on the poor.

2. Research the author is just a small portrait of the writer suggested that try, it would be nice if the research might later carried back may be broader. To obtain a deeper and broader expected in future studies more focused on aspect of the increasing number of food stall and cafe outlets in poor both in term of internal and external factor.

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