

# Factors Affecting Food Consumption in Restaurant (Case Study of Residents of Talun District, Cirebon Regency)

Hanifah Fardani<sup>1\*</sup>, Diah Setyorini Gunawan<sup>2</sup>, Ratna Setyawati Gunawan<sup>3</sup>

<sup>1\*</sup> Universitas Jenderal Soedirman, hanifahfardani@gmail.com, Indonesia

<sup>2</sup> Universitas Jenderal Soedirman, diahsetyorini943@gmail.com, Indonesia

<sup>3</sup> Universitas Jenderal Soedirman, ratna.gunawan@unsoed.ac.id, Indonesia

\*Hanifah Fardani

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## ABSTARCT

This research is a research with a quantitative approach which aims to determine the effect of income, education level, age, sex and type of work on food consumption in restaurants of residents in Talun Sub-District Cirebon District, and to determine which variables have the most influence on food consumption in restaurants for residents of Talun Talun Sub-District Cirebon District. Based on the results of research that has been processed using SPSS (Statistical Product and Service Solution), it shows that (1) income has a positive and significant effect on food consumption in restaurants, (2) the education level of higher education is more dominant and not significant for food consumption in restaurants, (3) age has a negative and significant effect on food consumption in restaurants, (4) female gender is more dominant and significant towards food consumption in restaurants, (5) formal sector work is more dominant and insignificant towards food consumption in restaurants, (6) income is the variable that most influences food consumption in restaurants for residents of Talun Sub-District Cirebon District.

**Keywords:** Consumption; Restaurant; Income; Education Level; Age; Gender; Type of Work.

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## 1. Introduction

Food is one of the basic human needs besides clothing and shelter. Humans must be able to meet this need, because the nutrients they eat will be processed into energy to be able to carry out activities and survive. Today's life requires people to have a fast-paced and instant consumption lifestyle. This is due to the density of activities and activities outside the home carried out by someone, which results in reduced time to gather with family. The demands of life have resulted in changes in people's eating patterns. This change occurred in line with the increasing availability of the number of restaurants and also the choice of food in the restaurant.

There is a change in people's eating patterns from year to year which tend to reduce cooking at home, so they prefer to buy food at restaurants. In addition, buying food at restaurants also provides benefits to the community, namely it does not take up time and does not make you tired/not bothered. Consumption of food in restaurants has become a necessity for most people, although in terms of price, food is generally more expensive than cooking at home. This has also resulted in spending on food in restaurants increasing from year to year.

West Java occupies the third position in terms of the amount of per capita expenditure in Java. West Java is the province with the largest population in Indonesia, with 49,935,858 people spread over 18 regencies and 9 cities. Cirebon Regency is one of the regencies in West Java which is located in the eastern part and is the boundary, as well as the gateway to West Java Province. Cirebon Regency consists of 40 sub-districts, 424 villages, with the average percentage of monthly expenditure per capita for the food group in Cirebon Regency reaching IDR 544,665 in 2018, and ready-made food and beverages affecting 45.16 percent of the average percentage of per capita expenditure.

The increase in consumption of ready-to-eat food and beverages occurs due to the increase in population and changes in people's consumption patterns from year to year which tend to reduce cooking at home, so they prefer to eat food in restaurants. Restaurant is a business in a fixed place that aims to make a profit by providing food and beverage services, which are facilitated with equipment and supplies for cooking, storing and serving it. The number of existing restaurants is increasing over time and also changes in people's consumption patterns.

**2. Research Methodology**

This research is quantitative descriptive. This research method uses a survey by conducting direct interviews with respondents. The location of this research is in Talun District, Cirebon Regency. This research was conducted in January 2021. The population in this study is a productive age population who lives in the Talun District, Cirebon Regency. The sampling technique used in this study is proportional random sampling. Determination of sampling is done using the Taro Yamane formula:

$$n = \frac{N}{N \cdot d^2 + 1}$$

Description:

n : number of sample

N : population

d : set precision (10%)

$$n = \frac{46.834}{46.834(0,1)^2 + 1}$$

n = 100

So that obtained a sample of 100 respondents. Then determine the proportion of the sample using the formula of proportional random sampling. Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from residents in Talun District, Cirebon Regency. Secondary data is data obtained from a second party, namely the Central Bureau of Statistics of Cirebon Regency, West Java Province. The analytical technique used in this research is multiple linear regression analysis. The test equation model is as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$$

Description :

Y = Food consumption in restaurant

a = Constant number

X<sub>1</sub> = Income variable

- DX<sub>2</sub> = Education level dummy variable
- X<sub>3</sub> = Age variable
- DX<sub>4</sub> = Gender dummy variable
- DX<sub>5</sub> = Job type dummy variable
- $\beta_1 \beta_3$  = Income and age variable regression coefficient
- e = Residual value

### 3. Results

#### 3.1 Responden Characteristics

This research was conducted by conducting a survey to the residents of Talun District, Cirebon Regency. Data was collected by conducting interviews based on questionnaires. Respondents in this study amounted to 100 people. Based on the results of interviews conducted, the following are the characteristics of the respondents presented in the following tables:

- Distribution of Respondents Based on Spontaneity in Choosing Food Consumption in Restaurants

Tabel 1. Distribution of Respondents Based on Spontaneity in Choosing Food Consumption in Restaurants

Spontaneity	Frequency	Percentage
Yes	80	80
No	20	20
Amount	100	100

Source : Primary data processed, 2021

Based on Table 1. most of the respondents consume food in restaurants spontaneously or not budgeted every month by 80%. As many as 20 respondents (20%) consume food in restaurants not spontaneously or budgeted every month. Based on the information obtained, respondents who consume food in restaurants spontaneously are caused by an invitation from their co-workers to either have lunch or after working hours, as well as because there is a new restaurant that has just opened so they are curious to try it.

- Distribution of Respondents Based on Reasons for Choosing Food Consumption in Restaurants

Table 2. Distribution of Respondents Based on Reasons for Choosing Food Consumption in Restaurants

Reason	Frequency	Percentage
The taste of food	40	40
Price	27	27
Place	33	33
Amount	100	100

Source : Primary data processed,, 2021

Based on the information obtained, respondents choose restaurants that taste according to taste, restaurants that provide a comfortable atmosphere, while for reasons of price can be adjusted.

- Distribution of Respondents by Expenditure

Table 3. Distribution of Respondents by Expenditure

No	Expenditure	Monthly (Rp)
1	Food	600.000 – 4.000.000
2	Cloathing	200.000 – 1.000.000
3	Transportation	150.000 – 1.000.000
4	Communication	50.000 – 300.000
5	Recreation	100.000 – 300.000
6	Health	100.000 – 500.000
7	Housing	100.000 – 900.000
8	Education	300.000 – 2.000.000
9	Other cost	100.000 – 500.000

*Source : Primary data processed, 2021*

Based on Table 3. it can be seen that the highest monthly expenditure of 100 respondents is for food, which is Rp. 600,000 – Rp. 5,000,000. Average expenditure for clothing is Rp. 200,000 – Rp. 1,000,000, transportation is Rp. 150,000 – Rp. 1,000,000, communication is Rp. 50,000 – Rp. 300,000, recreation is Rp. 100,000 – Rp. 300,000, health is Rp. 100,000 – Rp. 500,000 , housing Rp. 100,000 – Rp. 900,000, education Rp. 300,000 – Rp. 2,000,000, and other costs Rp. 100,000 – Rp. 500,000.

### 3.2 Data Analysis

- Results of Multiple Linear Regression Analysis

Tabel 4. Results of Multiple Linear Regression Analysis

Variable	Coefficient	Probability
C	492,518	0,000
X <sub>1</sub>	0,074	0,000
DX <sub>2</sub>	20,161	0,483
X <sub>3</sub>	-11,717	0,000
DX <sub>4</sub>	-84,134	0,000
DX <sub>5</sub>	4,309	0,906

*Source : Primary data processed, 2021*

$$Y = 492,518 + 0,074X_1 + 20,161X_2 - 11,717X_3 - 84,134X_4 + 4,309 X_5$$

The constant value in the table is 492.518, this shows that if income (X<sub>1</sub>), education level (DX<sub>2</sub>), age (X<sub>3</sub>), gender (DX<sub>4</sub>) and type of work (DX<sub>5</sub>) the value is 0, then the amount of food consumption in restaurants (Y) is 492.518 units.

The regression coefficient for income variable is 0.074, indicating that if the income variable increases by 1 unit, then food consumption in restaurants will increase by 0.074 units provided that other variables are constant. The regression coefficient for the dummy variable for education level of 20,161 indicates that food consumption in restaurants by respondents with a college education level is 20,161 units higher than high school. The regression coefficient for the age variable is -11.717, indicating that if the age variable increases by 1 unit, the food consumption in the restaurant will decrease by 11.717 units provided that the other variables are constant. The coefficient is negative, meaning that there is a negative relationship between the age variable and the food consumption variable in the restaurant, the increasing age, the lower the food consumption in the restaurant. The regression coefficient for the gender dummy variable was -84.134, indicating that male respondents' food consumption in restaurants was 84.134 units lower than female respondents. The regression coefficient for the dummy variable for the type of work is 4.309, indicating that the consumption of food in restaurants by respondents working in the formal sector is 4.309 units higher than in the informal sector.

- Results Coefficient of Determination

Table 5. Results Coefficient of Determination

R	Adjusted R Square
0,936	0,870

*Source : Primary data processed, 2021*

Based on Table 5. the R value is 0.936 which shows a very strong correlation between food consumption in restaurants and income, education level, age, gender and type of work. The adjusted R square value is 0.870 or 87%, this shows the effect of income, education level, age, gender and type of work on food consumption in restaurants, while the remaining 13% is influenced by other variables outside the regression model..

- F Test Result

Table 6. F Test Result

F-count	Probability
133,545	0,000

*Source : Primary data processed, 2021*

Based on table 6. The value of sig.0,000 <0.05. The F value in the table is calculated F which is 133.545 while for F table it is 2.47. The calculated F value > F table means that the independent variables jointly affect the dependent variable, or in other words the regression model can be used to predict food consumption in restaurants.

- T Test Results

Table 7. T Test Results

Variable	t-count	Probability
X <sub>1</sub>	16,303	0,000
DX <sub>2</sub>	0,704	0,483
X <sub>3</sub>	-9,407	0,000
DX <sub>4</sub>	-3,851	0,000
DX <sub>5</sub>	0,119	0,906

*Source : Primary data processed, 2021*

Based on the table the significance value on the income variable is 0.000 where the result is smaller than 0.05 and the t value > t table value is  $16.303 > 1.66105$ . So it can be said that the income variable has a positive and significant effect on food consumption in restaurants. Based on the table the significance value of the education level dummy variable is 0.483 where the result is greater than 0.05 and the t value < t table value is  $0.704 < 1.66105$ . So it can be said that the variable of higher education level is more dominant but not significant to food consumption in restaurants. Based on the table the significance value of the age variable is 0.000 where the result is smaller than 0.05 and the t-count value < the t-table value is  $-9.407 < 1.66105$ . So it can be said that the age variable has a negative and significant effect on food consumption in restaurants. Based on the table, the significance value of the gender dummy variable is 0.000 where the result is smaller than 0.05 and the t-count value < t-table value is  $-3.851 < 1.66105$ . So it can be said that the female sex variable is more dominant and significant towards food consumption in restaurants. Based on the table the significance value of the work type dummy variable is 0.906 where the result is greater than 0.05 and the t value < t table value is  $0.119 < 1.66105$ . So it can be said that the variable type of formal sector work is more dominant but not significant to food consumption in restaurants.

- Elasticity Test Results

This elasticity calculation is used to determine which independent variable has the most influence on the dependent variable. The elasticity of the income variable is 0.90, it can be said that income has the greatest influence on food consumption in restaurants for residents of Talun District, Cirebon Regency.

#### 4. Discussion

- The Influence of Income, Education Level, Age, Gender, and Type of Work on Food Consumption in Restaurants for Residents of Talun District, Cirebon Regency

- Income

Based on the results of the analysis, the income variable has a positive and significant effect. The results of this study are also in line with the life cycle consumption theory which states that consumption increases when there is an increase in the value of wealth (Suparmoko, 2001). Wealth here means the same as income, the greater the income received by the respondent, the greater the consumption he does. So automatically when

the income increases, the more diverse needs that must be met. The results of this study are also in accordance with the facts on the ground which show that the increase in consumption is in line with the increase in income. The higher the income, the more consumption will be done.

- **Education Level**

Based on the results of the study, the education level dummy variable showed that respondents with higher education levels were more dominant but not significant. This is not in line with previous research conducted by Ree et al., (2008), Rezende et al., (2011), Mufidah (2012), the results of the study show that the education level variable has a positive and significant effect on food consumption in restaurants. Based on the analysis results show the opposite, namely the level of education has no significant effect on food consumption in restaurants in the residents of Talun District, Cirebon Regency. This is in line with the fact on the ground that respondents with a higher education level are more dominant. Income and expenses between high school education level and college level are not much different. So the results of the analysis show that the level of education has no significant effect on food consumption in restaurants for residents of Talun District, Cirebon Regency.

- **Age**

Based on the results of the analysis, the age of the population of Talun District has a negative and significant effect. This is in line with previous research conducted by Ree et al., (2008), Rezende et al., (2011), Vilanty (2014), Bezerra et al., (2017). The results showed that the age variable had a negative effect on consumption. at the restaurant. A negative effect means that as you get older, you will reduce food consumption in restaurants. This is in line with the fact on the ground that as you get older, you will reduce the consumption of food in restaurants because you are more concerned with nutrition than consumption.

- **Gender**

Based on the results of the analysis, the gender dummy variable shows that women are more dominant and significant towards food consumption in restaurants. The results of this study are in line with previous research conducted by Ree et al., (2008), Vilanty (2014), the results of the study indicate that the gender variable has a significant effect on food consumption in restaurants.

- **Type of Work**

Based on the results of the analysis, the type of work dummy variable shows that the type of formal work is more dominant but not significant to food consumption in restaurants. This is not in line with the opinion of Cahyono (1998) that the type of work has a major influence on a person's consumption expenditure. Type of work has no significant effect on food consumption in restaurants. This is in line with the facts on the ground which show that the income and expenditure of workers in the formal sector and the informal sector are not much different. So the results of the analysis show that the type of work does not significantly affect food consumption in restaurants for residents of Talun District, Cirebon Regency.

- **Determination of the Most Influential Variables on Food Consumption in Restaurants**

This elasticity calculation is used to determine which independent variable has the most influence on the dependent variable. The elasticity of the income variable is 0.90, it can

be said that income has the greatest influence on food consumption in restaurants for residents of Talun District, Cirebon Regency.

## **5. Conclusion**

- The variables of income, education level, age, gender and type of work together (simultaneously) affect food consumption in restaurants for residents of Talun District, Cirebon Regency. Partially, the income variable has a positive and significant effect on food consumption in restaurants, food consumption in restaurants for residents of Talun District, Cirebon Regency. The age variable has a negative and significant effect on food consumption in restaurants for residents of Talun District, Cirebon Regency. The female sex is more dominant and significant in the consumption of food in restaurants in the residents of Talun District, Cirebon Regency. While the variables of education level and type of work are not significant on food consumption in restaurants for residents of Talun District, Cirebon Regency.
- Income is the most influential variable on food consumption in restaurants for residents of Talun District, Cirebon Regency.

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