

THE RELATION BETWEEN TYPES OF HORECA BUSINESS AND ATTRIBUTE OF PRODUCT AND SERVICE QUALITY

Budiana Indra¹, Hubeis Musa², Sahara³

¹School of Business, Bogor Agricultural University, Indonesia

²Department of Management, Faculty of Economics and Management, Bogor Agricultural University, Indonesia

³Department of Economic Science, Faculty of Economics and Management, Bogor Agricultural University, Indonesia

ABSTRACT: *Increasing in buying power and middle-class income in Indonesia shows a potential opportunity for retail business. In contrary, PT XYZ as the main retail players in Indonesia faced a decrease of horeca business contribution over last three years. It is needs to examine product and service quality attributes which importance and satisfied for horeca customers. The objective of this study is identified and analyzes the relationship of product and service quality attributes among horeca customer types. Crosstab method was used to describe relationship among variables and Chi-Square test to examine relationship significancy. The results show that the product attributes (specification, quality, price, location, promotion) and service quality attributes (reliable, assurance, empathy) have significant relationship with horeca customer types. Implication for the company is to consider horeca's characteristic and importance of product and service quality to enhance satisfaction in order to increase horeca sales.*

KEYWORDS: Attribute of Product and Service Quality, Horeca, Retail.

INTRODUCTION

The retail industry in Indonesia is one of the promising economic sectors, due to the large buying power potential from the increasing population or the projecting high growth in the middle class (consumer class). According to the BPS projection results (2013), it is estimated that the population of Indonesia will be 305.6 million by 2035, while according to MGI (2012), the middle class in Indonesia is projected to increase to 135 million by 2030. The growth of this consumer class will create a large new market, especially in the field of financial services and various retail services, such as food and beverages.

PT XYZ is one of modern retailers with a concept of wholesale and a pioneer of the modern wholesale concept in Indonesia. This company has different business concepts with other retailers by applying a membership card system (member card). In accordance with the concept of wholesale business, the strategy adopted by the management of PT XYZ is more focused on being able to develop the potential type of professional customers, including retailers, horeca, and services compared to other types.

Types of Horeca (Hotels, Restaurants and Catering) customers are customers who buy food products for reprocessing (food transformers). The type of business or type of horeca customer in PT XYZ consists of Hotels, Restaurants/Café, Catering for Offices, Catering for Party and Others. According to PT XYZ information (2017), the type of horeca customer is generally more concerned with aspects of product availability, quality, specifications, and services, than

to the price aspect. The type of horeca customer also has a large shopping volume, the frequency of shopping around 1-2 times a week, giving a higher margin level than others professional customers, as well as the high type of average product mix of 15-20 types in one transaction. This is the reason of the importance of horeca customers as a source of sales development and potential profits for the company, compared to traders or retailers who rely solely on price attribute and tend to provide low profits.

The characteristics of horeca customers above show the large potential of this customer type in contributing to PT XYZ's sales and profitability. However, if it is examined from the aspect of contribution (share) to the total sales of PT XYZ in the last three years, it tends to decrease by 12.71 percent in 2015, then down to 11.86 percent in 2016, and has not experienced any significant increase in 2017 with 11.92 percent value. The similar condition has occurred in one of the stores with the largest number of horeca customers which is Store-01. Horeca's contribution in Store-01 tends to decrease by 14.57 percent in 2015, then down to 13.81 percent in 2016, and still decrease in 2017 with 13.58 percent value. Therefore, the problem review which occurred in Store-01 might be able to describe the problem occurred in PT XYZ. This business condition shows that there is a problem which must be solved immediately by PT XYZ.

According to Utami (2010), in addition to selling products, the concept of retail business must be also be oriented to efforts to meet and satisfy the needs of its customers. Hubeis (2012) argues that the retail business needs to have competitive advantages related to customer needs, desires, and satisfaction, in addition to the company's function as a complete provider of goods and up to date to the development of marketing technology in order to succeed. Therefore, retail companies need to identify product attributes or service quality attributes which is able to satisfy the customers in consuming the products or services, as proven by several previous studies of Hardiansyah (2008), Utomo (2011), Ikawati (2011), Beneke (2012), and Kosasih (2013). In order to further increasing horeca sales, PT XYZ must also recognize and examine the product attributes and the quality of services attributes which are considered important by the customers to increase satisfaction of horeca customers.

The objective of this study is:

- 1 To identify and analyze the relation between horeca business types and the importance perception of PT XYZ horeca customers over product attributes and service quality attributes.
- 2 Provide input or suggestion the managerial implication for PT XYZ.

LITERATURE REVIEW

Retail is a business activity in selling products and services to customers to use by individuals, families, or households. Retail is the final stage of the distribution process (Berman and Evans, 1998). In its development, liberization through the retail industry in Indonesia has led to an increase in the number of modern retailers, which has led to intense competition (Martadisastra, 2014). According to Utami (2014), the tight competition in the retail business due to the nature of retail businesses is very difficult to differentiate and the barriers to enter (entry barrier) the retail industry are very low.

According to Utami (2010), the concept of effective retailing is how retailers are able to meet the customer needs in the market segments which are served better than the competitors. Four elements which can be used to satisfy customer needs are product type, product diversity, customer service level, and product prices. By understanding these needs will help determining the right strategy. Hubeis (2012) suggests that the retail business presents a portrait of competition to compete for customers in meeting their needs. Efforts to fulfill this need may be explored from the marketing mix approach (4P), such as product, price, promotion, and distribution place (place).

In the aspect of service through the interaction process with the horeca customers, the satisfaction of service quality is a factor which needs to be considered. According to Zeithaml et al. (2006), service quality is something which is felt by customers which is the level of difference between the expectations or expected service and the customer perception (perceived service). There are five dimensions of measuring service quality mentioned by Zeithaml, including: Reliability (delivering on promises), Speed and Accuracy of Response or Responsiveness (being willing to help), Assurance (inspiring trust & confidence), Empathy (treating customers as individual), and the Direct Proof or Tangibles (representing service physically)

According to Oliver (1997), satisfaction is the response to consumer fulfillment. This is related to the assessment which a product or service provides a satisfying or pleasureable level of consumption (pleasurable). Customer satisfaction according to Umar (2005) is the level of customer feeling after comparing with the expectations. Satisfaction according to Kotler (2000) is a feeling of pleasure or disappointment which appears after comparing between the performances of the product that is considered to be the expected performance. Companies can improve the customer satisfaction by selling products at an adequate price, improving service quality and product quality. Implicitly, the statement states that the factors that influence customer satisfaction are price, service quality, and product quality.

Some previous studies associated with product and service quality attributes, and customer satisfactions have been conducted by various parties with various approaches. Sukardi (2007) analyzed customer satisfaction of product attributes through dimension of Corned Beef product performance (taste, colour, and composition), feature and reliability (packing design, sizing, and consumption volume), durability and conformance (halal assurance, expiry date), quality product, and service (ease of stock availability). The others study which analyze customer satisfaction was used marketing-mix 7 P (product, price, place, promotion, process, people and physical evidence) as product attributes (Lovita 2012, Kosasih 2013, Kurniawan 2015). Based on studies above and the empirical facts (observation) related to horeca customer needs, there are several aspects in fulfilling horeca customer satisfaction at PT XYZ such as Product Availability, Product Quality, Product Specifications, Product Prices, Product Promotion, and Location.

Utomo (2011) was analyzed the relationship between service qualities attributes with the customers satisfaction and loyalty of PrimaFreshMart (PFM) supermarket in Kelapa Gading, Jakarta. The Service quality attributes that were examined were in the form of 5 variables, including Tangible (availability/diversity of products, simplicity of access, store cleanliness, store atmosphere, payment convenience and parking area), Reliability (freshness/product quality, competitive price), Responsiveness (speed/responsiveness/employee willingness in helping, halal guarantee, expiration) Assurance (employee knowledge regarding product, hospitality, halal product guarantee) and Empathy (personal attention, fair attitude in service).

Five dimensions of service quality (Tangible, Reliability, Assurance, Responsiveness, and Empathy) also use as attributes in the others study (Ikawati 2011, Budianto 2012, Lovita 2012 and Lenawan 2013). Meanwhile Beneke et al. (2012) that conducted a survey on supermarket visitors in South Africa, use the service quality dimensions are seen from Physical aspects (cleanliness, store design, item layout), Personal Interaction aspects (staff knowledge, politeness, willingness to help), Reliability aspects (accuracy of promotional info, cashier line, available stock, visible price information), Problem Solving aspects (handling complaints, answering problems, product returns) and Policy aspects (various products on display rack, shop operating hours, toilets, parking availability). Service quality attributes that used in this study is five dimension of service quality consist of Tangible, Reliability, Assurance, Responsiveness and Empathy.

The method that commonly used to measure the customer satisfaction levels are Important Performance Analysis/IPA and Customer Satisfaction Index/CSI (Sukardi 2007, Lovita 2012, Kosasih 2013, Ikawati 2011). To answer the research questions usually used survey method with the most common sampling technique that is non-probability random sampling by the method of convenience sampling (Sukardi 2007, Utomo 2011, Ikawati 2011, Hardiansyah 2008), and purposive sampling (Kurniawan 2015, Lenawan 2013, Kosasih 2013), with the average number of samples between 100-200 respondents. For the relationship between satisfaction and loyalty research variables, SEM analysis (Ikawati 2011, Utomo 2011, Lovita 2012, Lenawan 2013, Kosasih 2013, Hardiansyah 2008) and SEM-PLS was used (Kurniawan 2015, Beneke 2012). The relationship between variables and respondent characteristics commonly used descriptive analysis techniques, through cross tabulation /crosstab (Hardiansyah 2008, Lovita 2012, Lenawan 2013 and Budianto 2014). The methods to analyze the relationship between attributes and respondent characteristics in this study used descriptive analysis techniques through cross tabulation/crosstab and Chi-Square for significance test.

METHODOLOGY

This study was conducted at Store-01 as one of the 29 branches of wholesale store from PT XYZ, which is located in East Jakarta, from July to August 2018. The data used in this study are primary data obtained through surveys on 153 horeca customers at the Store-01 as sampling. The sampling technique used in this study is non-probability sampling method, where the selection of respondents was conducted intentionally (purposive sampling) selected from customers who are willing to be interviewed and fill out questionnaires (convenience sampling). Secondary data is obtained from the company data of PT XYZ and various sources in the form of print media, books, reports, or electronic media (web-site).

The measurement of respondents' perceptions on product attributes and service quality attributes conducted by using Likert Scale, where score 1 = Unimportant until score 5 = Very Important. Score of importance perception over average answer in an attribute of respondents are categorized in Important category and importance score in below average is categorized in Unimportant category.

The method used in this study is crosstab analysis to explain the relationship between product attribute variables and service quality with horeca business types. Meanwhile the Chi-Square analysis was used to examine the significance between variables with a confidence interval by 95 percent, $df = 1$ (2x2 table) with value of Chi-Square table as reference of 3,841.

RESULTS AND DISCUSSION

Characteristic of Respondent

Respondents in this research were 153 respondents with males of 47.06 percents and females of 52.94 percents. Majority of age was older than 30 years of 63.41 percents, and less than 30 years of 36.59 percents. Respondents with income up to 10 millions rupiah a month of 81.05 percents and the rest respondents has income over than 10 millions a month. Education level was spread from elementary school graduates until post graduate are in horeca customers. This demographic characteristic shows that in general, respondents were from productive age group with safe income and it shows depiction that education is not important to join Horeca business.

Business characteristics of horeca shows that in general, respondents of business owners are about 67.32 percent and purchasing staff are 32.68 percents. Horeca business types are Hotel with 3.92 percents, Restaurant/Café with 52.94 percents, Catering for Office with 9.8 percents, Catering for Party with 25.49 percents, and Others type with 7.86 percents. Purchase frequency is more than 2 times a month of 58.82 percents and up to 2 times a month of 41.18 percent. In general, purchase value up to 3 million per transaction of 50.33 percents, between 3 to 10 millions per transaction of 32.68 and over than 10 millions per transaction of 17.00 percents. The business turnover up to 60 millions a month is 66.66 and over than 60 millions a month of 33.34 percents. This characteristic depicts Horeca business scale which has been still dominated by small and medium enterprise scale which describe by small average of turnover value in a month.

Based on characteristic similarity of respondents' business (transaction rate per purchase, purchase frequency and business turnover) and business practice or purchase decision making (planned or not), so five types of business of Horeca are categorized in two big groups of Horeca business, which are Hotel_Restaurant_Others and Catering. These categories will be used in analyzing the relation between Horeca business and attribute of product and service for further discussion.

The Relation between Type of Horeca Business and Attribute of Product and Service Quality

Categories of respondents' perception are divided become important and unimportant which are measured from average answers of respondents on importance level perception over product attribute and service quality. Category of Horeca business type of respondents are divided into two groups which are business type of Hotel_Restaurant_Others and business type of Catering by considering business characteristic similarity and respondents' attitude in purchasing as explained before. Other consideration is to fulfill Chi-Square test that requires expectation frequency under 5 in a cell which neither is nor allowed to exceed 20 percents.

The Relation of Horeca Type of Business and Product Availability

Test result of Chi-Square in Table 1 shows that importance perception over attribute of product availability has not significant relation with Horeca business type.

Table 1 The Relation of Horeca Business Type and The Importance of Product Availability.

Horeca Business Types	Product Availability		Total
	Unimportant	Important	
Hotel_Restaurant_Others	60	39	99
Catering	27	27	54
Total	87	66	153

The Result of Chi-Square test is NOT significant, with Pearson Chi-Square value = 1.602, Df=1, and Asymptotic Significance (2-sided)= 0.206.

Based on cross tabulation result in Table 1 shows that importance perception over attribute of product availability includes availability of product type, total of product and type fulfillment or total ordered goods, it doesn't show the different between respondent from Horeca business type of Hotel-Restaurant/Others with respondents from Catering type of business. The same perception of the importance of product between both Horeca business type shows that attribute is not a problem for both type of business because Store-01 has been able to provide product that is needed by both type of business. Both type of business have the same importance over attribute of availability product in fulfilling their business.

The Relation of Horeca Type of Business and Product Specification

Test result of Chi-Square in Table 2 shows that importance perception over attribute of product specification has significant relation with Horeca business type.

Table 2. The Relation of Horeca Business Type and The Importance of Product Specification.

Horeca Business Types	Product Specification		Total
	Unimportant	Important	
Hotel_Restaurant_Others	55	44	99
Catering	17	37	54
Total	72	81	153

*The Result of Chi-Square test is significant, with Pearson Chi-Square value = 8.128**, Df=1, and Asymptotic Significance (2-sided)= 0.004.*

Based on cross tabulation result, it can be concluded that respondents from Catering tend to emphasize product specification including adjustment of product type and brand, packing size, feel, maturity level and product physic condition rather than customers from Hotel_Restaurant_Others type. It relates to purchase behavior from catering business who usually conducts purchase through order so incompatibility of product specification will complicate them to find replacement products in short time. Meanwhile for business type of Hotel_Restaurant_Others, it doesn't take many problems with specification because they conduct purchase by choosing directly the products in store according to needed specification.

The Relation of Horeca Type of Business with Product Quality

The result of Chi-Square test in Table 3 shows that importance perception over attribute of product quality has significant relation with Horeca business type.

Table 3. The Relation of Horeca Business Type and The Importance of Product Quality.

Horeca Business Types	Quality Product		Total
	Unimportant	Important	
Hotel_Restaurant_Others	45	54	99
Catering	9	45	54
Total	54	99	153

*The Result of Chi-Square test is significant, with Pearson Chi-Square value = 12.680**, Df=1, and Asymptotic Significance (2-sided)= 0.000.*

Based on cross tabulation result, it can be concluded that respondent from Catering type business tends to more emphasize product quality including product freshness, food product security and certification product rather than customers from Hotel_Restaurant_Others business type because good quality of food product and security guarantee affect toward quality result of processed food and business credibility for customer. Purchase behavior of catering is through order and it needs certainty of product quality because trust of product quality to staffs who provide order in store. Whereas for business type of Hotel_Restaurant_Others, they tend to conduct purchase directly. They can be more ensure that product they choose has good quality.

The Relation of Horeca Business Type and Product Price

Analysis result of Chi-Square test in Table 4 shows that importance perception over attribute of product price has significant relation with Horeca business type.

Table 4. The Relation of Horeca Business Type and The Importance of Product Price.

Horeca Business Types	Price of Product		Total
	Unimportant	Important	
Hotel_Restaurant_Others	52	47	99
Catering	15	39	54
Total	67	86	153

*The Result of Chi-Square test is significant, with Pearson Chi-Square value = 8.694**, Df=1, and Asymptotic Significance (2-sided)= 0.003.*

Based on cross tabulation result, it can be seen that respondents from customer of catering more emphasize on product price, including product competitive price rather than competitor, concept of bigger cheaper price and special price for loyal customer than customers of Hotel_Restaurant_Others. It related to purchase behavior from business type of Hotel_Restaurant_Others that tend to do purchase with no plan or sudden purchase. It causes they are not too sensitive or consider price aspect in purchasing. It is different form respondents of Catering business who has plan and opportunity to check the price or comparing the price. Catering business enables to obtain special offer for product according to their needs because there is habitual of routine purchase, whereas product offer is not always suitable for Hotel/restaurant and others.

The Relation of Horeca Business Type and Product Location

Analysis result of Chi-Square test in Table 5 shows that importance perception over attribute of product location has significant relation with Horeca business type.

Table 5. The Relation of Horeca Business Type and The Importance of Product Location.

Horeca Business Types	Product Location		Total
	Unimportant	Important	
Hotel_Restaurant_Others	59	40	99
Catering	19	35	54
Total	78	75	153

*The Result of Chi-Square test is significant, with Pearson Chi-Square value = 8.332**, Df=1, and Asymptotic Significance (2-sided)= 0.004.*

Based on cross tabulation result, it can be seen that respondents from customers of Catering tend to emphasize the certainty of product location and easiness of finding and taking product rather than customers of Hotel_Restaurant_Others. It relates to purchase behavior and Catering business type that tend to be prepared by staffs at store, so it needs certainty of product location. It is different from respondents of Hotel/restaurant and others who usually looking for the product by themselves then they not have difficulties due to more understanding on store layout. Distance and accessibility to reach store also tend to importance by Hotel_Restaurant_Others customers since they need more efficient on shopping for fulfill their business need on that day.

The Relation of Horeca Business Type and Promotion Product (PP)

The result of Chi-Square test in Table 6 shows that importance perception over attribute of promotion product has significant relation with Horeca business type.

Table 6. Relation of Horeca Business Type and The Importance of Promotion Product.

Horeca Business Types	Promotion Product		Total
	Unimportant	Important	
Hotel_Restaurant_Others	66	33	99
Catering	24	30	54
Total	90	63	153

The Result of Chi-Square test is significant, with Pearson Chi-Square value = 7.124, Df=1, and Asymptotic Significance (2-sided)= 0.008.*

Based on cross tabulation test result, it can be seen that respondents from customer of Hotel_Restaurant_Others type tend not too emphasize offered product promotion (type or promotion price) either in routine promotion (mailer, flyer) or directly promo via telephone or text (SMA blast or WhatsApp). It is because respondent of business type is not prepared than respondent of catering business. Respondent of this business seldom get offered promotion or promotion price rather than respondent from Catering business.

The Relation of Horeca Business Types and Tangible Service Quality

The result of Chi-Square test in Table 7 shows that importance perception over attribute of tangible service quality has not significant relation with Horeca business type.

Table 7. The Relation of Horeca Business Type and The Importance of Tangible Service Quality.

Horeca Business Types	Tangible Service Quality		Total
	Unimportant	Important	
Hotel_Restaurant_Others	61	38	99
Catering	27	27	54
Total	88	65	153

The Result of Chi-Square test is NOT significant, with Pearson Chi-Square value = 1.930, Df=1, and Asymptotic Significance (2-sided)= 0.165.

Based on cross tabulation result and Chi-Square test analysis in Table 7 shows that the perception of the interest of the tangible service quality attributes does not show any difference between respondents who come from Hotel_Restaurant_Others business types with respondents who come from the Catering types. The importance of the availability of loading and unloading areas of goods, the availability choice of shopping transactions at the cashier and the condition of customer toilets that are functioning well, clean and comfortable also have the same level of interest in the perception of respondents of both groups of horeca business types.

The Relation of Horeca Business Types and Reliable Service Quality

Analysis results of the Chi-Square test in Table 8 shows that the importance perception over reliable service quality attribute has significant relation with the horeca business types.

Table 8. The Relation of Horeca Business Type and The Importance of Reliable Service Quality.

Horeca Business Types	Reliable service Quality		Total
	Unimportant	Important	
Hotel_Restaurant_Others	63	36	99
Catering	25	29	54
Total	88	65	153

The Result of Chi-Square test is significant, with Pearson Chi-Square value = 4.300, Df=1, and Asymptotic Significance (2-sided)= 0.038.*

Based on the cross-tabulation test result, it can be seen that the respondents from Hotel_Restaurant_Others type tend not to prioritize the staff's service in providing goods orders, because generally they choose and take products directly from the store. This is different from Catering business type who considers it more important to the service quality attributes. The clarity of the price information on the shelf and transaction service at the cashier that is fast and precise is considered as an important attribute for respondents of Hotel_Restaurant_Others business types, because their need to be able to shop faster than the respondents of the Catering business type.

The Relation of Horeca Business Types and Assurance Service Quality

The result of Chi-Square test in Table 9 shows that importance perception over attribute of assurance service quality has significant relation with Horeca business type.

Table 9. The Relation of Horeca Business Type and The Importance of Assurance Service Quality.

Horeca Business Types	Assurance Quality Service		Total
	Unimportant	Important	
Hotel_Restaurant_Others	65	34	99
Catering	23	31	54
Total	88	65	153

The Result of Chi-Square test is significant, with Pearson Chi-Square value = 7.607, Df=1, and Asymptotic Significance (2-sided)= 0.006.*

Based on cross tabulation result, it can be seen that respondents from customer of Hotel_Restaurant_Others type tend not to emphasize the good staff knowledge of the product, the ability of staff to provide product solutions or the ability of staff to provide the type and quantity of goods orders on time, because generally less interaction with the staff and less getting direct service compared to those experienced by the respondents from the Catering business types.

The Relation of Horeca Business Types and Responsiveness Service Quality

The result of Chi-Square test in Table 10 shows that importance perception over attribute of responsiveness service quality has not significant relation with Horeca business type.

Table 10. The Relation of Horeca Business Type and The Importance of Responsiveness Service Quality.

Horeca Business Types	Responsiveness Service Quality		Total
	Unimportant	Important	
Hotel_Restaurant_Others	63	36	99
Catering	26	28	54
Total	88	65	153

The Result of Chi-Square test is NOT significant, with Pearson Chi-Square value = 3.445, Df=1, and Asymptotic Significance (2-sided)= 0.063.

The importance of the staff responsiveness in overcoming and helping the solution of complaints or helping the demand for goods, has same level of importance perception the respondent of both groups of the horeca business type.

The Relation of Horeca Business Types and Empathy Service Quality

The result of Chi-Square test in Table 11 shows that importance perception over attribute of empathy service quality has significant relation with Horeca business type.

Tabel 11. The Relation of Horeca Business Type and The Importance of Empathy Service Quality.

Horeca Business Types	Empathy Service Quality		Total
	Unimportant	Important	
Hotel_Restaurant_Others	62	37	99
Catering	22	32	54
Total	88	65	153

*The Result of Chi-Square test is significant, with Pearson Chi-Square value = 6,759**, Df=1, and Asymptotic Significance (2-sided)= 0.009.*

Based on the cross tabulation result, it can be seen that respondents from Hotel_Restaurant_Others types tend not to emphasize too much of interpersonal relationship with staff, personal attention from staff, ease of contacting staff for ordering goods, or the understanding of staff for certain product requirements that they need (e.g., the size, type, quantity or level of product maturity), because generally there is less interaction with the staff and less direct service compared to those experienced by the respondents from the catering business type.

Implication to Research and Practice

Manajerial implications that can be formulated are companies need to pay attention to the different needs of product and service attributes, business characteristics and shopping behavior of each customer of horeca. For example, customers of Catering business type usually need more services specifically and have a need for more intense interaction with the staff so the existence of reliable, trained and good interpersonal relations staff can further improve the satisfaction of this type of horeca customer. Meanwhile, customers of Restaurant business types tend to need time efficiency during shopping so they need to be supported by the availability of types, quantities and specifications of products that following their specific needs, clear pricing information, unchanged store layout and support the availability of cashier line and speed of transaction services as a means to increase their satisfaction.

CONCLUSION

The results of this research show that (1) the importance perception over product availability attribute does not show any difference between horeca business type, (2) the importance perception over product specification attribute has a significant relation with horeca business type, (3) the importance perception over product quality attribute has a significant relation with horeca business type, (4) the importance perception over product price attribute has a significant relation with horeca business type, (5) the importance perception over product location attribute has a significant relation with horeca business type, (6) the importance perception over promotion product attribute has a significant relation with horeca business type, (7) the importance perception over tangible service quality attribute does not show any difference between respondents who come from horeca business types, (8) the importance perception over reliable service quality attribute has a significant relation with horeca business type, (9) the importance perception over assurance service quality attribute has a significant relation with horeca business type, (10) the importance perception over responsiveness service quality attribute does not show any difference between respondents who come from horeca

business types, and (11) the importance perception over empathy service quality attribute has a significant relation with horeca business type.

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