

ABSTRACT

The restaurant business in Indonesia is growing rapidly every year. In 2011 there were 2,977 restaurants (Ministry of Tourism of the Republic of Indonesia, 2018) on average. The growth and development of the number of restaurants is increasing every year making competition in the restaurant business increasingly competitive. All restaurants are competing to offer the best service and with an increasingly varied menu. When consumers want to eat at a restaurant, they usually have a variety of choices and criteria. In order to be successful and survive in the increasingly fierce competition, a restaurant must be able to understand and fulfill expectations from consumers.

The purpose of this research is to find out the combination of restaurant facilities attributes that produce the highest customer value index and to find out which attributes are the value driver of the restaurant. The research method used is a quantitative method. Data collection was done by distributing questionnaires to 389 restaurant visitors. Data analysis techniques using Conjoint Analysis with SPSS 24 software.

Based on the results of data processing in this study, the 4th profile card gets the highest customer value index. And the 6th profile card gets the lowest customer value index. Four profile cards show that the value driver in this study is the rating of in food guides.

Keywords: Promotion, Value or Price, Quality Expectation, Setting, Dietary, Variety or Innovative