

ABSTRACT

The development of the culinary industry, especially fast food restaurants in Indonesia continues to increase every year. Fast food restaurant which is one type of restaurant that serves food and drinks in a short time. This phenomenon shows that the competition between the fast food restaurant industry will be increasingly tight and make the fast food restaurant business people will compete to attract their consumers.

This study aims to determine the combination of fast food restaurant attributes that produce the highest customer value index. In addition this study also aims to determine the value drivers of fast food restaurants in Indonesia. The attributes examined in this study are food quality, service quality, atmosphere, and price.

This research was conducted using quantitative methods with the aim of descriptive research. The data collection method used in this study was by distributing online questionnaires which were then processed using SPSS 25.0 software for windows. There were 413 respondents who had eaten at fast food restaurants in Indonesia.

The results showed that the customer value index with a combination of attributes on eighteen cards that have the highest customer value index. On the card it is known that perfect food quality, perfect service quality, comfortable atmosphere, and prices in the range of Rp. 15,000 to Rp. 20,000 are the combination of attributes most expected by consumers. The value driver in this study is food quality with the highest utility value of 0.856.

The results of this study are expected to produce suggestions for culinary businesses, especially fast food restaurants, to develop strategies so that their products can be accepted by consumers. With the main attribute that is most considered by consumers who have eaten at fast food restaurants, the company receives more funds to increase CVI, so the funds needed are used to improve food quality. In addition, research is expected to be carried out also on research other types of restaurants.

Keywords: Conjoint Analysis, Fast food restaurants, Preferences