CHEF CELEBRITY RESTAURANT IN INDONESIA: CAN IT STAY IN CONSUMERS' HEART FOR A LONG TERM?

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ABSTRACT

Players in the restaurant industry of course continue to compete in an effort to win the hearts of consumers. Various ways are done by entrepreneurs to be able to seize up to stay consumer hearted such as with restaurants with affordable prices, comfortable place, a variety of drinks and food menu and a strategic location to reach the target consumers. However, these strategies have been commonly used by entrepreneurs who are generally very knowledgeable about marketing science. This becomes interesting when managing a restaurant is a chef celebrity where one of the benefits of trying to find is himself as a celebrity chef who has been known in public.

One of the most popular chef celebrity restaurant is Nomz Kitchen & Pastry by Arnold Poernomo. Arnold Poernomo, better known as Chef Arnold, became a household name since his TV appearance as a judge on MasterChef Indonesia. The young chef divides his time between Sydney and Jakarta, so it's no wonder that he's brought his Australian upbringing to Nomz Kitchen & Pastry. The upmarket cafe serves unpretentious comfort food with a laid-back vibe. Clear Aussie influences can be seen in staple brunch items like their Nomz eggs benny and avo toast, but it is their gooey salted egg croissants that have really put Nomz on Jakarta's culinary map (http://thehoneycombers.com).

The research sample for this research is 200 respondents and it is using SPSS 22.0 to analyze the multiple regression. The questionnaires were distributed from September 2017 until December 2017. Sampling method is non probability-sampling by using questionnaire as a tool in collecting data, with purposive sampling technique. The purposive sampling technique is done by taking samples that have certain characteristics for certain purpose.

This research is an interesting research because it can develop positive emotion and customer loyalty perspective toward image celebrity chef. In addition, this study will also show the major differences in the effect of variables commonly used in restaurant fields such as service quality, food quality, interaction with other customer and restaurant atmosphere compared to image of celebrity chef towards customer.

Keywords: chef celebrity image, interaction toward customer, food quality, service quality, restaurant atmosphere, positive emotion, customer loyalty, Indonesia.

I. Introduction

In business, globalization not only raises business opportunities but also challenges (www.kompasiana.com). A culinary business is a very lucrative business opportunity to anytime and anywhere, as it is a prime necessity of the ever-sought-after community. (www.bisnismakanan.com). The culinary business can be said to be very dependent on the lifestyle changes of the community which is also influenced by the income level of the society itself. In 2016 alone the per capita Gross Domestic Product (GDP) has increased to Rp 47.96 million per capita per year or if converted to US dollar exchange rate, per capita income per year of Indonesia is US $ 36056,06 . While in 2017, Indonesia's real GDP growth is expected to increase 5% from 2016 to 5.2% this year, and then in 2018 to 5.3% (www.finance.detik.com).

According to Minor and Mowen (2002), lifestyles show how an individual lives, how to spend his money, and how to allocate time. One of the phenomenon of lifestyle especially the people of Indonesia today is prefer to eat outdoors such as restaurants, restaurants or cafes rather than cook food at home (www.beritasatu.com). Survey shows the habit of Indonesian people eating outside the house reached a figure of 11%. In addition, Qraved.com survey data is a restaurant search and reservation site in Jakarta, indicating that during 2013 alone the number of Indonesians who ate in restaurants reached 380 million times and spent a total of US $ 1.5 billion. Restaurant eating habits are also supported by the growth of middle and upper class restaurants up to 250% in the last 5 years (www.lifestyle.bisnis.com). Dr Grace Judio-Kahl, MSc, a lifestyle observer and weight management consultant, explains there are several factors that cause the Indonesian people prefer to eat outside especially young children, among others, less caring community culture to make cooking at home and the process of serving food outdoors that more enthralling or tempting the taste buds (www.lifestyle.okezone.com).

Players in the restaurant industry of course continue to compete in an effort to win the hearts of consumers. Various ways are done by entrepreneurs to be able to seize up to stay consumer hearted such as with restaurants with affordable prices, comfortable place, a variety of drinks and food menu and a strategic location to reach the target consumers. However, these strategies have been commonly used by entrepreneurs who are generally very knowledgeable about marketing science. This becomes interesting when managing a restaurant is a chef celebrity where one of the benefits of trying to find is himself as a celebrity chef who has been known in public.

One of the most popular chef celebrity restaurant is Nomz Kitchen & Pastry by Arnold Poernomo. Arnold Poernomo, better known as Chef Arnold, became a household name since his TV appearance as a judge on MasterChef Indonesia. The young chef divides his time between Sydney and Jakarta, so it's no wonder that he's brought his Australian upbringing to Nomz Kitchen & Pastry. The upmarket cafe serves unpretentious comfort food with a laid-back vibe. Clear Aussie influences can be seen in staple brunch items like their Nomz eggs benny and avo toast, but it is their gooey salted egg croissants that have really put Nomz on Jakarta's culinary map (http://thehoneycombers.com).

This research is an interesting research because it can develop positive emotion and customer loyalty perspective toward image celebrity chef. In addition, this study will also show the major differences in the effect of variables commonly used in restaurant fields such as service quality, food quality, interaction with other customer and restaurant atmosphere compared to image of celebrity chef towards

customer.

II. Literature Review

2.1 Customer Loyalty

According to Rangkuti (2002) loyalty that is consumer loyalty to a company or product and service. According to Oliver (1999) customer loyalty is a very strong commitment to buy back the desired product or service consistently in the future or buy back the same brand regardless of situational influences and marketing efforts.

Jaishankar et al. (2000) explained loyalty is a repurchase of a product, insensitivity to price, persistence, and recommending to others. According to Duffy (2003) the definition of loyalty is the perasaaan customer to a brand or product and produce positive financial results and can be measured. According to Fisher (2001) loyalty is the customer who remains with the company and use mouth to mouth recommendations to friends, even influence the decision of his friend.

2.2 Positive Emotion

Goleman (2002) describes emotions as a psychological and biological state and a person's tendency to act. According to Prawitasari (1995) emotions are related to a person's physiological changes in which emotions can not only motivate behavior but also disrupt the person's behavior. According to Chaplin (1972) feeling is the individual state as a result of perceptions of both external and internal stimuli.

According to Barsky and Nash (2002) emotions can affect customer loyalty to service providers and play a strong role in their willingness to return. According to Barsky and Nash (2002) positive emotions have a significant influence on loyalty. In addition, according to Kandampully et.al (2015) positive emotion helps companies create a loyal customer base. According to Kandampull et.al (2015) positive emotion has significant effect on loyalty. From these explanations, a hypothesis can be formulated as follows:

H6: Positive emotion has a significant influence on customer loyalty.

2.3 Interaction with other customers

Gillin and Gillin (1954) interaction is the relationship between individuals with other individuals or groups. According to Walgito (2003) interaction is the relationship between individuals with other individuals so as to create a reciprocal relationship. According to Bonner (in Gunawan, 2010) interaction is the relationship between individuals with other individuals who can interact or change each other's behavior. In this case the intended individual is between fellow visitors or customers of the restaurant.

Grove et.al (1998) explains that the presence of other visitors in the environment in which the service is delivered may affect the process and outcome of the service, including the visitor experience. Other customer behavior can also increase or decrease customer satisfaction with the experience (Brocato et al., 2012; Grove and Fisk, 1997). From these explanations, a hypothesis can be formulated as follows:

H1: Interaction with other customers has a significant effect on positive emotion.

2.4 Chef Image

Chef's image refers to the customer's perception of the overall interpersonal skills, technical skills, and creativity of a chef (Fang et al., 2013; Kuroshima, 2010; Lin and Lin, 2006; Zopatis, 2010). According to Kuroshima (2010), Pratten (2008a and 2008b), and Zopiatis (2010) explain that the technical skills of a chef and the ability to communicate with other staff are important to a restaurant's performance.

The chef can influence the diners' experience with knowledge of food, engage in polite and friendly conversations and make delicious meals (Lin and Lin, 2006). If the chef has a good image, the confidence of restaurant diners to buy will increase and reduce the risk they feel (Lin, 2013; Tam, 2008).From these explanations, a hypothesis can be formulated as follows:

H2: Chef's image has a significant effect on positive emotion

2.5 Service Quality

Service quality is a measure of how well the level of service delivered conforms to the customer's expectations. Delivering service quality means in line with customer expectations (Lewis and Booms, 1983). According to Seth et.al (2005) service quality has a significant impact on business performance, customer satisfaction, and profitability. Cheng et.al (2012) says that service quality has always been an important factor in maintaining a competitive edge in the service sector or food business. Zehir et.al (2011) says that some researchers believe that service quality has a positive impact on brand loyalty. Zeithaml et.al (1988) explains that service quality is essentially dependent on the performance of the contact between the customer and the employee and it can affect the quality of service perceived by the customer during the service experience (Binter 1990, Hartline and Ferrell 1996; Schneider and Brown, 1985).From these explanations, a hypothesis can be formulated as follows:

H3: Service quality has a significant effect on positive emotion

2.6 Restaurant Atmosphere

According to Milliman and Fugate (1993) atmospherics cues as any component in the individual perceptual field that can stimulate the senses. Some researchers have examined one or more effects of atmospherics such as music (Hui et al., 1997; Yalch & Spangeberg, 2000), ambience (Sharma & Stafford, 2000), and aroma (Spangenberg et.al , 1996) to the consumer's emotional state. According to Wakefield and Blodgett (1996) the interior design of a restaurant can affect how long the customer will stay in the restaurant and the restaurant's environmental design has an impact on customer satisfaction (Andrus, 1986).

Some researchers like Andaleeb and Conway, 2006; Heung and Gu, 2012; Kivela et.al, 2000; Kivela et al., 1999 also seeks a relationship or influence between atmospherics and customer satisfaction. Chang (2000) and Wakefield and Blodgett (1996) found significant atmospheric influences on customer satisfaction. From these explanations, hypothesizes can be formulated as follow:

H4: Restaurant atmospherics has a significant effect on positive emotion

2.7 Food Quality

Knight and Kotschevar (2000) argue that food quality is a measure of the consistency of established food quality by setting certain standards and must be continually controlled to maintain their quality. West et al. (1965) explains that while food quality standards are difficult to define, they can be judged on the basis of appearance, materials used, and so on.

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According to Kotler (2003) food or drink is called to have quality if it is able to exceed what consumers want. Murphy et.al said that the concept of food quality is about how to maintain quality and how consumers see the product presented. Food quality is an important part of the consumer experience in a restaurant where it includes interesting flavors, menu variations, interesting presentations that can affect customer satisfaction (John and Tyas, 1996; Kivela et.al, 1999; Raajpoot, 2002). From these explanations, hypothesizes can be formulated as follow:

H5: Food quality has a significant effect on positive emotion.

III. Research Issue and Methodology

3.1 Research Issue

The data gathering in this research is conducted by literature studies, interviews and questionnaires. Literature means study of previous studies as supporting the achievement of objectives in this study. Literature sources that will used in this study originated as books, journals, articles, government reports, the research findings and other data related. Interview means interview conducted at the hospitals, clinic, government agencies, and economists. Secondary Data means secondary data obtained from Internet data from Indonesian Ministry of Health also other related parties (in medics).

3.2 Methodology

The research sample for this research is 200 respondents and it is using SPSS 22.0 to analyze the multiple regression. The questionnaires were distributed from September 2017 until December 2017. Sampling method is non probability-sampling by using questionnaire as a tool in collecting data, with purposive sampling technique. The purposive sampling technique is done by taking samples that have certain characteristics for certain purpose.

The application of this technique is done by distributing questionnaires to Nomz Kitchen & Pastry by Chef Arnold consumers. Place of distribution of questionnaire that is area of Jakarta, Indonesia. Questionnaires were distributed to consumers from Nomz Kitchen & Pastry by Chef Arnold. The criteria of respondents are respondents domiciled in Surabaya, aged between 18-60 years, and had made a purchase in Nomz Kitchen & Pastry by Chef Arnold for the last 6 months.

Aras which was used within this research was interval level measurement. Type of scale used was Likert Scale, a statement which has a range from 1 = strongly disagree to 5 = strongly agree, the scale represent the respondents opinion for the questions regarding the objects being studied. In which the highest the score or number selected indicated the higher of ratings, and vice versa.
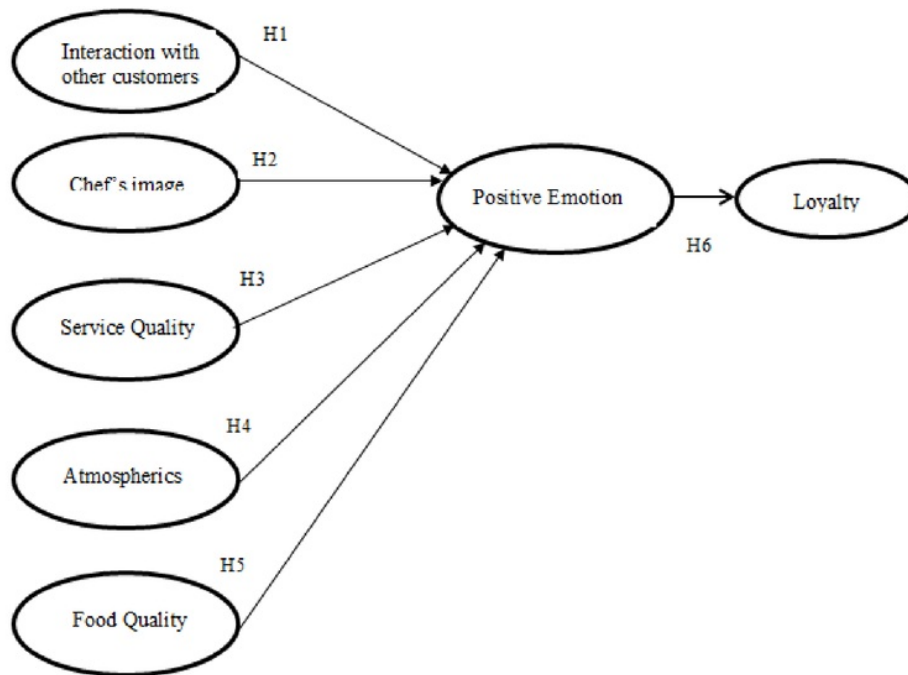
Figure 1 Proposed Research Model
Source: Peng et al., (2016)

IV. Findings and Discussion

4.1 Findings

This study is using multiple regression to examine the effect between the independent variables towards the dependent variable. Statistical analysis tool used to answer the problem formulation of this research is SPSS 16 software. When all primary data has been collected, then the statistical testing can be done.

The respondent was made up of 42.5% men and 57.5% women. Almost 50% of the group is under the age of 40. Nearly 75% of the respondents had a monthly income above Rp. 10.00.000,- (approximately USD 730). Finally, with regard to the level of education, nearly 57% had a university degree, while 43% still a collage student or only had a primary or secondary education.

4.1.1 Validity Test

The criteria is if the value of the Corrected Item-Total Correlation for n=200 is higher than 0.138 (r table), then the statement is considered valid, however, if the value of the factor loading is less than the 0.138, then the statement is considered invalid or failed. Based on the test of the data validity, it is prove that all indicators used to estimate each variable is valid, since the value of the factor loading for every items are more than 0.138.

4.1.2 Reliability Test

Reliability test is do by comparing cronbach's alpha value, if the value is higher than 0.6, then the statement is considered reliable.

Table 1

Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items	Note
Food Quality	.799	Reliable
Chef Image	.605	Reliable
Service Quality	.603	Reliable
Atmosphere	.662	Reliable
Interaction with Other People	.621	Reliable
Positive Emotion	.654	Reliable
Loyalty	.698	Reliable

Source: SPPS 16 result, 2018

From the table 2, it is prove that the variables all resulting the value of cronbach alpha higher than 0.60. So, it can be conclude that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

4.1.3 Normality Test

The results from SPSS output is used to see the normality of the Active Cooperation data with macroeconomic variables using a graph as seen in Figure 2.
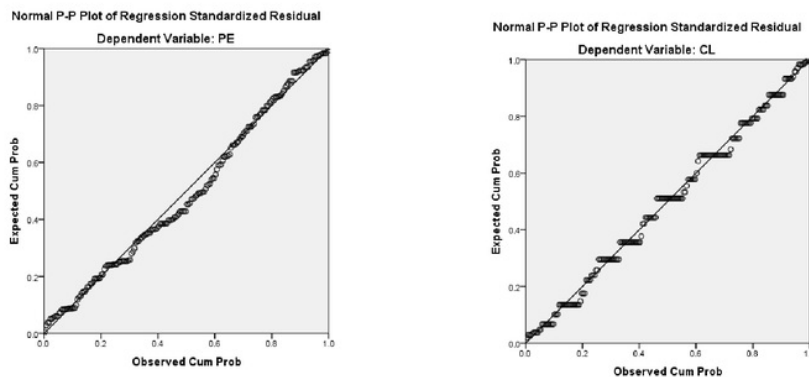
Figure 2. Normality Test (P-Plot)
Source: SPPS 16 result, 2017

From the normality test result, data that used in the study are normally distributed. The explanation is because the spread of the data were not far from the diagonal line so it can be considered to pass the normality test. Therefore, this research can be continued.

4.1.4 Results of Coefficient Determination

Table 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916^a	.838	.834	.185224692860581

a. Predictors: (Constant), IWO, SQ, AT, FQ, CI

b. Dependent Variable: PE

Source: SPPS 16 result, 2017

From table 2, coefficient determination/R-square (R2) generated is as much as 0.834 which means that the variations of variables independent together can explain the variation of variable dependent by 83.4%, while the rest explained for other variables beyond the model which is not yet observed.

Table 3

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475^a	.226	.222	.44365

a. Predictors: (Constant), PE

b. Dependent Variable: CL

Source: SPPS 16 result, 2017

From table 3, coefficient determination/R-square (R2) generated is as much as 0.222 which means that the variations of variables independent together can explain the variation of variable dependent by 22.2%, while the rest explained for other variables beyond the model which is not yet observed.

4.1.5 Result of Multiple Regressions
The results of multiple regression are as follows:

Table 4
Multiple Regression

Model		Standardized Coefficients
		Beta
1	(Constant)	
	FQ	.520
	CI	.169
	SQ	.156
	AT	.134
	IWO	.101

a. Dependent Variable: PE

Source: SPPS 16 result, 2016

From table 4, the regression equation can be written as follows:

$PE = b_1FQ + b_2CI + b_3SQ + b_4AT + b_5IWO$
$PE = 0.520FQ + 0.169CI + 0.156SQ + 0.134AT + 0.101IWO$

Based on table 4, all the independent variables have positive influence towards positive emotion. Furthermore, food quality has the greatest regression coefficient compare to other variables, that is 0.520. In the other side, interaction with others customers coefficient regression is 0.101

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Table 5
Simple Regression

Model		Standardized Coefficients
		Beta
1	(Constant)	
	PE	.475

a. Dependent Variable: CL

Source: SPSS 16.00 result, 2017

From table 5, the regression equation can be written as follows:

$CL = b_1PE$
$CL = 0.475PE$

Based on table 5, positive emotion has positively influence towards loyalty and coefficient regression is 0.475

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4.1.4 F-test

Table 6

F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.544	5	6.909	201.373	.000[b]
	Residual	6.656	194	.034		
	Total	41.199	199			

a. Dependent Variable: PE

b. Predictors: (Constant), IWO, SQ, AT, FQ, CI

Source: SPPS 16 result, 2017

Based on the calculation of SPSS from table 6, the significance of F test value in the model is 0.000, this mean H0 is rejected, so it can be concluded that all the independent variables together influencing loyalty significantly.

4.1.5 t-test

Table 7
t-test For Multiple Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.446	.194		-2.298	.023
	FQ	.531	.064	.520	8.289	.000
	CI	.178	.066	.169	2.684	.008
	SQ	.157	.047	.156	3.375	.001
	AT	.113	.031	.134	3.681	.000
	IWO	.127	.041	.101	3.111	.002

a. Dependent Variable: PE

Source: SPSS 16.00 result, 2017

From table 7, it can be explained that each of the independent variables have significantly influence towards loyalty because it has a significance value below 0.05.

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Table 8

t-test For Simple Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.714	.299		5.737	.000
	PE	.525	.069	.475	7.593	.000

a. Dependent Variable: CL

From table 8, it can be explained that the variable positive emotion has significantly influence towards loyalty because it has a significance value below 0.05.

4.2 Discussion

From the research that has been done, the result is from six hypothesis proposed, all of the hypothesis are supported. The first hypothesis, which states "Interaction with other customers has a significant effect on positive emotion" is accepted. The reason is because the regression coefficient is 0.101 with t-test value of 0.002 which is below 0.05. This shows a consistent result with the previous study conducted by Grove et.al (1998).

The second hypothesis, which states, "Chef's image has a significant effect on positive emotion" is supported. The reason is because the regression coefficient is 0.169 with t-test value of 0.008 which is below 0.05. This shows consistent result with the previous study conducted by Kuroshima (2010).

The third hypothesis, which states, "Service quality has a significant effect on positive emotion" is supported. The reason is because the regression coefficient is 0.156 with t-test value of 0.001 which is below 0.05. This shows a consistent result with the previous study conducted by Zehir et.al (2011).

The fourth hypothesis, which states, "Restaurant atmospherics has a significant effect on positive emotion" is accepted. The reason is because the regression coefficient is 0.156 with t-test value of 0.000 which is below 0.05. This shows a consistent result with the previous conducted by Wakefield and Blodgett (1996).

The fifth hypothesis, which states, "Food quality has a significant effect on positive emotion" is accepted. The reason is because the regression coefficient is 0.520 with t-test value of 0.000 which is below 0.05. This shows a consistent result with the previous study conducted by Kotschevar (2000).

The sixth hypothesis, which states, "Positive emotion has a significant influence on customer loyalty" is accepted. The reason is because the regression

coefficient is 0.475 with t-test value of 0.000 which is below 0.05. This shows a consistent result with the previous study conducted by Barsky and Nash (2002).

V. Conclusion, Limitation and Research Extention

5.1 Conclusion

The managerial implications of these findings can be based on theories that have been developed as follows: First, positive emotion is an important element for consumers as a process to increase the loyalty of a restaurant. Making food products different, unique, and none elsewhere, according to the needs of consumers is a wise choice. restaurant can also increase the positive emotion with the addition of seat capacity. Another thing to do is to differentiate services that can increase competitive advantage as described in Kotler and Armstrong (2010). Differentiation of services can be the addition of television or other facilities as a means of entertainment so that later can increase customer satisfaction of the place provided. Therefore the restaurant must provide training to all employees to provide good quality pelyanan again to every consumer who came, so that later can increase the sense of satisfaction of consumers to service in the Restaurant.

Food quality is an important element for consumers as a process to improve the positive emotion restaurant restaurant. By adding more variations of the food and beverage menu (eg ice cream, fruit punch, chicken teriyaki, rice cheese) so that consumers do not feel bored. Enterprises to meet the expectations of other consumers is to serve food in good condition. For this, the restaurant can improve it by always using the best raw materials in an effort to always meet and strive to exceed the expectations of consumers, and always serving food in a new state. Enterprises to meet consumer expectations can also improve food quality by improving the aroma of each food through the use of ingredients that have better taste and aroma (eg using ingredients that have a strong flavor of smell like garlic in the processing of spices seasoning) so that later the resulting aroma can attract appetite from consumers. The restaurant should use the best raw materials (eg spices used are the best quality spices) as an effort to always meet and strive to exceed the expectations of consumers, and always serving food in a new state (still freshly cooked or processed).

Chef image is also an important variable for restaurant customers, therefore to keep the image of the chef as possible so that customers feel the suitability between the image of the chef with the image of the restaurant. Chefs need to attend various social events that are aired nationwide so as to further enhance the positive image that exists.

Service Quality is an important element for consumers as a process to improve the positive emotion restaurant. Training to all employees so that employees are able

to serve consumers quickly, so that consumers feel happy and satisfied, and can affect the positive emotion. restaurant can also improve Service Quality by training employees (through regular training every month) to be friendly to all existing customers without exception. By being friendly to consumers can cause consumers to feel satisfied and can increase the positive emotion of consumers. The restaurant must ensure that its employees wear uniforms because wearing the uniforms can present a neat impression in the eyes of consumers. In addition, what can be done restaurant is the employee must know what is in the restaurant offer for the right employees in providing and presenting products for customers and employees must also have good knowledge and use a good language when serving consumers, this will add a good impression against restaurant employees.

Atmosphere is an important element for consumers as a process to improve the restaurant's positive emotion. Ensure that the lighting is not blinding the eye so as to make the lighting is not too dim and not too bright, but it can also be a combination of lighting with the addition of cool light alloy gives a blue ray, so cool cool blend makes the room become brighter but not dazzle the eyes . In addition it is important for the restaurant in choosing the color of the lamp because it will affect the lighting of the room such as yellow artificial lighting can be combined with red color will reduce the brightness intensity of the striking color, so the room looks not dazzling.restaurant can also increase the atmosphere with ensure that the temperature in the room is not too high or too low because the temperature is too high or low can affect consumer appetite. We recommend that the restaurant can set the cold temperature but not too cold tailored to the surrounding environment. Given that the restaurant provides a tasty menu of high-fat and high-carbohydrate so that provides a cold room to be able to enjoy the menu of the restaurant. Therefore, the restaurant should choose attractive colors that can make consumers feel comfortable and not leave the impression of modern. As with orange, orange color can help increase the supply of oxygen to the brain, producing a refreshing effect and stimulate mental activity. The orange color is a color that can make you feel comfortable and can stimulate your appetite.

5.2 Limitation and Research Extention

There are some limitations in this research, firstly observe the limitations of the research object that only take the respondents ie Consumers from the restaurant using chef image, it is expected that the next research using the same or modified model can be applied to different objects to get more general results of the factors - factors affecting loyalty. Further research is expected to complement the variables that

already exist in this research so that it can further refine the understanding of the factors that affect loyalty.

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