

# A Study on the Perception of Jeju local food, Selection Attributes of Local Food Restaurant and Customer Satisfaction

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## I. Introduction

Nowadays In Korea, the growth of the food service industry showed the dramatic increase of the market. According to the Korean Food Development Research Center, the sales volume of the food service industry was 17 trillion won (Korean currency) in 1997, and grew to 23 trillion won in 1998 and 41 trillion won in 2003, coupled with eating establishment developments by the

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Korean big corporations and new introduction of international corporations (Korea National Statistics Office, 1998a). The increase of the market was supported by the increase in consumers' dining out. The expenditures for dining out increased and it took 38.1 percent of the total food expenditures in 1997 in Korea (Korea National Statistics Office, 1998b).

And also Special Interest Tourism, that is focused on the Heritage and Gastronomy is prevail in the world.

From a production perspective, food offers potential for firm and destination marketing opportunities, specialized tourism products based food experiences, and the possibility of enhancing economic linkages between tourism and agricultural production(Hall C. M. & Mitchell R., 2001).

In case of Jeju, 50,000 persons visit Jeju island each year, They eat every three meals within Jeju island and it's the big market. The structure of Jeju's economy is inclined to service industry(including tourism) that takes up over 70%.

Traditionally Jeju people have kept special philosophy -jonyang spirit- in their living. Jeju people live in simple house, eat plain food, work continuously regardless of their wealth. This attitude over the whole life has something in common with wellbeing life style or LOHAS(Lifestyle of Health and Sustainability) style in the present times. Healthy eating-out (intaking slow food or natural food) can be a solution of so many problems caused by bad eating habits.

Related to the local food studies, there are some studies resident's perception and consumer preferences on the local food(Lee J.C. · Nam T.Y., 2006; Yang I S · Hwang C. S., 1990; Yoon E.S. · Song TH,1995;), Menu Developing and commercialization for tourism (Min KH, 2006; Kim SC ,2000; Choi S.G. et al , 2006) and dine out trait about local food, frequencies of local food restaurant visiting.(Lee YJ, 2006).

In Jeju Local food restaurant, however, no previous study has analyzed the validity and reliability of an instrument on customer choice of dining-out units,

nor has a search been conducted for customer choice factors.

The purpose of this study is to find out the determinants of local restaurant model to analyze the relation between tourist perception of local food, selecting attributes and customer satisfaction. And also for positioning of Jeju local food restaurant and basic data for segmentation.

The research questions of this study are as follows:

What do Visitors think like as important perception on the Jeju local food?

What factors are important in the choice of a local food units?

Is the perception of Jeju local food in customers choice important?

## **II.Theoretical background**

### **2.1. Jeju local foods.**

'Local food' is defined that authentic cuisine of a certain region that is made of the region's material and cooked with authentic recipe and that the resident has been eating from long time ago. So, it is contained the region's authentic culture and the tradition in the 'local food'. And also it has special tastes. (Lee Y. J 2004; Choi S. G.,2006; Ann Y. G.,2006).

According to the definition of local food,' local food of Jeju' is cuisine that used raw material from Jeju provence and cooked by Jeju style recipe. But it doesn't mean only something special. Even though using common matter in another region, it can specified the local food. if only it contains spirit of jeju people.

### **2.2 Selection Attributes of the Restaurant**

Lancaster (1966) suggested that customers do not choose goods themselves, but rather the attributes possessed by the goods, and that they use these attributes as input factors that produce utility.

&lt;Table 1&gt; Selection Attributes of Restaurant

	Fillilat (1988)	Khan (1991)	Morgan (1993)	Kim H.B (1998)	Back YC (2002)	writer
Quality of Meal	✓	✓	✓	✓	✓	✓
portion size of Meal	✓			✓		✓
Taste of Meal		✓	✓	✓	✓	✓
Color of the Meal					✓	
Nutrition of Meal		✓		✓	✓	✓
Freshness of Meal		✓			✓	✓
Quality of Service	✓	✓			✓	✓
Communication with Service person	✓	✓	✓		✓	✓
Experience of Waiter		✓			✓	✓
Cleanness of Waiter	✓	✓		✓	✓	✓
Kindness of Waiter	✓	✓	✓	✓	✓	✓
Speediness of Service	✓	✓	✓	✓	✓	✓
Variety of Menu	✓	✓	✓	✓	✓	✓
Consistency of Menu	✓				✓	✓
Constancy of Cooking state					✓	✓
Facilities for Kids			✓	✓	✓	✓
Facilities for the Aged					✓	✓
Seasonal /daily Menu		✓		✓		✓
Appearance of Restaurant				✓	✓	✓
Interior of Restaurant				✓	✓	✓
Convenience of Access	✓	✓		✓	✓	✓
Parking Available	✓	✓		✓	✓	✓
Noise	✓		✓		✓	✓
Atmosphere	✓	✓			✓	✓
Smoke-free environment		✓		✓		✓
Price	✓		✓	✓	✓	✓
Hygiene				✓	✓	✓
Reputation/Image		✓		✓	✓	✓
Scale of Restaurant/ Specificity	✓		✓	✓	✓	✓
Special Event		✓	✓	✓	✓	✓
Delivery		✓		✓	✓	
Promotion & Advertisement					✓	✓
Display of Sample Dishes		✓				✓

Falk et al.'s (1996) qualitative study of mature individuals identified several values in food choice decisions, namely sensory perceptions, convenience, managing social contexts, and physical well-being.

A customer's selection of a given dining-out unit will be influenced by factors

such as Customer characteristics (e.g., age, sex, marital status, employment, income), characteristics of the dining-out unit: Location, cost/value/quality, atmosphere, recommendation, advertising, previous experience, environmental influences, quality influences.(Buttle 1986; Roberts 1993).

Knutson and Patton's (1993) study found that consumers are increasingly concerned about eating and how it may affect their health and longevity. Another survey on the new market concluded that older consumers were not totally menu driven when choosing a restaurant (Lahue, 2000)

In one recent research study, the top three criteria selected by approximately 70% of mature consumers were the quality of food, cleanliness, and reasonable prices (Yamanaka et al., 2003).

In Reynolds et al.'s (1998) study, convenience, speed of service, and inexpensiveness were the most important factors in selecting fast-food restaurants.

### 2.3. Satisfaction

Satisfaction has traditionally been considered a bipolar concept, with dissatisfaction the opposite of satisfaction. However some researchers have suggested that satisfaction and dissatisfaction are different concepts. Cadotte and Turgeon (1988) found that the characteristics on which people complained about a hotel were different from the characteristics that they used to compliment the hotel.

For example a hotel that lacks cleanliness may increase the level of dissatisfaction resulting in complaints, but a hotel that is clean will not enhance the level of satisfaction and therefore not result in compliments. Based on their study of complaints and complements they developed a model based on which they classified hotel characteristics into four categories - satisfiers, dissatisfiers, criticals, and neutrals. Satisfiers were defined as characteristics that primarily influence satisfaction, dissatisfiers as characteristics that primarily influence

dissatisfaction, criticals as characteristics that influence satisfaction and dissatisfaction, and neutrals as characteristics that do not influence either satisfaction or dissatisfaction.

Oliver, Oliver & MacMillan(1992) studied that the relationship of satisfaction and repeated purchase have positive(+) influence. but it's not linear regration.

Specifically, we link restaurant service characteristics to dimensions of satisfaction using subjects from American and Asian cultural backgrounds. The identification of restaurant service characteristics and dimensions of satisfaction is based on past research (Muller and Woods 1994). The restaurant service characteristics that were used in our study include interior decoration, light, smell, prices, speed of service, friendliness of service, taste, menu variety, size of potions, noise level, availability of parking, knowledge of waiters, spaciousness and cleanliness of the restaurant.

Oliver(1977) mentioned that the word, 'satisfaction' is compounded satis(enough) and facere(to do), and satisfying products and services have the power that provide the response of customer's requirement.

### III.Methodology

Survey of this study was conducted only analysing the trend of Jeju island visitor's conception, recognition and satisfaction.

For this aim, a self-completed survey questionnaire is used. The questionnaire consisted of 3 parts. In the first part, The visitor's perception on Jeju Local food with 16 questions. The second section composed of 25 questions about selection attributes of local food restaurant. Responses for perception and selection attributes were made on five Likert-type scale.

The sample consisted of 221 visitors who met in Jeju national airport. Most of them visited the local restaurant because of their tour guide' recommend. Out of 230 questionnaires, 221 questionnaires were completed and were useful for the

study. The response rate was 96%.

## IV. Result

### 4.1. Demographic profile

Table 2 showed the demographic characteristics of respondents.

<Table 2> Demographic characteristics of respondents

Variable	Description	N	percent(%)
Gender	Male	94	42.7
	Female	126	57.3
Age	under 30	56	25.3
	31-40	34	15.4
	41-50	52	23.5
	51-60	50	22.6
	over 61	29	13.1
Education	High school	77	36
	College	24	11.2
	University	95	44.4
	Graduate	18	8.4

### 4.2. The Visiter's perception on Jeju local food.

The respondents were asked the perception on the Jeju local food, and they selected the freshness of Jeju local food first. It showed that Jeju local food is really different other region. Otherwise perception of sanitization is less important for visitor. Besides, taste of food is key factor in revisiting the restaurant. The quality of food was also identified by Knutson and Patton(1993) and Shank as the dominant

reason for electing a particular restaurant.

<Table 3> Ranking of Perception of Jeju local food

ranking	Variables	Mean	Std. Deviation	Variance
1	Freshness	4.0228	.75688	.573
2	Good appearance	3.9050	.78914	.623
3	Full nutrition	3.8054	.63473	.403
4	Use of right season stuff	3.8000	.77401	.599
5	Good for health	3.7919	.64816	.420
6	Different from main land	3.7104	.84602	.716
7	Good taste	3.6968	.74677	.558
8	Well being food	3.5616	.81814	.669
9	Unique cooking stuff	3.4864	.81358	.662
10	Unique recipe	3.4773	.83005	.689
11	Sanitization	3.4338	.79502	.632
12	Good smell	3.4299	.80950	.655
13	Unique spice	3.4045	.84668	.717
14	Slow food	3.3972	.82575	.682
15	No MSG and less food additive	3.3122	.80186	.643
16	Low calories	3.3056	.82921	.688

### 4.3. Importance in the Selection of Local Food Restaurant

In the result, the taste of food was the most important factor in choosing local food restaurant like other kind of restaurant. Related to the food itself, 4 variables are ranked high.<Table 4> No matter how good the food was, bad service made the experience incomplete.

By understanding such patterns of choice, managers can design their operations to best meet market demands (Kassarjan and Robertson 1991).



<Table 4> Importance in the Selection of Local Food Restaurant

Ranking	Variables	Mean	Std. Deviation
1	b3 taste of food	4.4751	.67120
2	b5 freshness of food	4.4118	.72466
3	b1 quality of food	4.2091	.72270
4	b4 nutrition of food	4.1448	.73040
5	b24 sanitation of restaurant	4.0452	.87788
6	b23 cleanliness of restaurant	4.0136	.87835
7	b21 price /value	3.9227	.91083
8	b6 kindness of serving person	3.9186	.83267
9	b18 parking facilities	3.8733	.89558
10	b17 convenience access	3.8045	.85099
11	b10 speed of service	3.7873	.83938
12	b7 communication with waiter	3.7682	.86847
13	b9 neatness of waiter	3.7500	.86339
14	b2 portion size of food	3.6968	.91624
15	b16 calm, quiet atmosphere	3.6968	.78244
16	b20 fame/Image	3.6682	.78449
17	b22 scale of Unit	3.6455	.83405
18	b8 proficiency of employee	3.6318	.85789
19	b19 Loudness	3.6199	.87405
20	b12 seasonal menu	3.6154	.92025
21	b11 variety of menu	3.5249	.85576
22	b15 Interior design of unit	3.4661	.81741
23	b28 display sample cuisine	3.3486	1.00116
24	b14 equipment for the aged	3.3288	.99154
25	b13 room for kids	3.2624	.93122
26	b25 promotion/ advertisement	3.1991	.88225
27	b26 special event	3.0731	.92079
28	b27 delivery service	3.0548	1.01670

#### 4.4. Satisfaction on the local food.

According to the result, the patronage of Jeju local restaurant were satisfied with the foods and service(mean = .3.46 ). The satisfaction means of male and female are 3.37, 3.57, respectively. Especially, women's satisfaction was marked high, and t-test <table 5> showed that this has significant difference.

Related to the Satisfaction, intention to revisit the restaurant is so high.

&lt;Table 5&gt; t-test for equality of means.

	Gender	Mean	Std.Deviation	T	sig.
Satisfaction	Male	3.5718	.56276	.484	.020**
	Female	3.3770	.64478		

\*\*p&lt; .05

## V. Conclusion

Previous studies suggest that the quality of food is a key determinant of a consumer's dining-out choice (Kivela 1997; Mona and Roy 1999), but that the concept of "quality of food" offers a range of interpretations and thus requires more careful investigation. Food quality means that the food should be safe, fresh, and of appropriate size, nutritional completeness and freedom from impurities.

The respondents to this study represent quite a homogeneous group comprising of package tour groups that are generally members of the same socioeconomic group. For more heterogeneous groups, the results could vary from those shown by this study.

According to the results, many patrons believe that Jeju local food is healthy and free from impurities. In current Korean society, well-being and LOHAS are the key word in various parts. So, Jeju local food restaurant operators should use the message as a hint to promote Jeju local food as a healthy choice. The least important factor found was special event and delivery service. Local food's menu item variety, availability of children's menu were found to be other less important factors for the dining-out unit choice. But in Jeju local food restaurants, they have too many menu item, no difference one another. This should be improved for STP marketing.(segmentation, targeting and positioning). Finally, the most meaningful of all, the young generation's (age under 30) satisfaction mean(3.55) isn't quite different from the senior group's mean(3.64). We have thought that young people like fast food and western food. But in this research they also like local/tradition foods. The marketer should be aware this result.

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