



## **CUSTOMER CHARACTER ANALYSIS OF CATERING SERVICES FOR CELEBRATION NEEDS IN SIDOARJO**

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### **Abstract**

This study aims to assess the behavior of customers who use catering services in Sidoarjo. The type of research used is a description experiment using several variations in the behavior of resource persons. This study used frequency tables, bar charts, and cross-tabulations data processing methods. The process of obtaining resource persons in this study uses convenience samples. This research was obtained from experiments based on the type of health male and female speakers. Based on the dissemination of the frequency of age and work of the interviewees. Some kinds of catering services that are often used are buffets with the most principle is efficient. The side that encourages the resource persons is friends and resource persons who use the speaker's services during the celebration. The catering used by the resource person is CV CATHLEA CATERING, the resource person obtained catering information through friends. The most resource persons use catering services every year and feel satisfied using catering services. Most of the speakers were satisfied because they were by customers' wishes.

**Keywords:** *Consumer Behavior; descriptive research; convenience sampling*

### **INTRODUCTION**

Catering is a type of food work whose place of production differs from the place of presentation. Such forms of food artistry are beneficial to each other. Food that has been taken to other places to be served to guests, such as banquets, meetings, family gatherings, and lunches for industry or agencies. Cathlea Catering is the name of a catering business and food service provider. Cathlea Catering was established in 2006. The name of Cathlea Catering is taken directly from the Cathlea flower. Cathlea Catering was built on the cooking and eating hobbies of the business owner. With the best motto in catering services, Cathlea Catering in providing services does not only prioritize taste.

However, other services such as clean, hygienic, without preservatives, and MSG are top priorities that are upheld. For these considerations, Cathlea Catering always conducts evaluations from our own internal and criticism and suggestions from external parties, namely from customers. Cathlea Catering is committed to always providing service improvements, both related to taste, and related to customer-friendly service. Related to this commitment includes forming a marketing team, where this division is a place for customer complaints about shortcomings in Cathlea Catering services. Moreover, as a form of commitment, service promised to continuously supervise the performance of Cathlea Catering staff in the office and the production department. In accordance with the Health Office above, the company's purpose is to run a business in the field of food catering services. Business Activities are: Catering services for weddings, food providers in the form of rice boxes, rice besek, tumpeng, cakes, food providers for everyday that can be sent to homes or offices, employee lunch providers, healthy food providers.

In the modern era like today, many people are looking for something more practical to hold a celebration or eat at home. The rise of users of this catering service with many enthusiasts appeared various types of catering in Sidoarjo. Catering like this must be able to classify the customers who are the destination, so that the catering can be more centered on customers who need this catering service. Catering services must be able to display unique and creative packaging with the taste of food that can be enjoyed on the tongue of customers. The catering series must be supported by external factors, namely, the number of residents, the surrounding environment, and the economy. The result of the behavior of catering service customers is that various kinds of behavior exist to be investigated further.

## LITERATURE REVIEW

### Customer Behavior

Consumer behavior is defined as the behavior consumers display in searching, buying, using, evaluating, and spending products and services that they hope will satisfy their needs. Consumer behavior focuses on how individuals spend their resources (time, money, effort) on consumption-related goods." Evidence can mean customers can use, consider and check the product they choose. The explanation can be inferred from the customer's mindset who will look for news sources that can be used as customer consideration. So that customers easily choose and determine the product that is their decision

The study of slow behavior is a series that customers must carry out with their dependence on the desired product or service. Moreover, sellers must be able to know what customers need and want. The study of customer behavior on these observations includes:

- a. Who is the buyer  
The customer market consists of the entire community who will buy and get goods for personal gain.
- b. What to buy  
Customer decisions in choosing what goods or services to buy and benefit from the goods or services themselves.
- c. Why they buy it  
Customer consideration in choosing the goods or services needed.
- d. Who influences in purchases  
Anyone involved in the purchase.
- e. When they buy  
Indicates when the customer will make a purchase

## METHODS

This research is classified into descriptive research, where researchers aim to obtain data to be processed about customer behavior in Sidoarjo.

In this study 120 resource persons became representatives of catering service customers for purposes in Sidoarjo. With this amount, it will later provide an overview of customer behavior of catering service users in Sidoarjo.

This research uses the following methods: Frequency Table, Bar chart percentage, and Cross tabulation

### A. Frequency table

The data collected and processed will show the percentage of resource persons in each explanation. By showing and comparing which is the lowest and highest.

**B. Bar chart percentage**

The explanation of the customer behavior bar chart shows the designated data from the highest and lowest percentages. So this research is easy to understand.

**C. Cross-tabulation**

This cross-tabulation method is divided into several resource persons characteristics, carried out regularly every month. Cross-tabulation will carry out customers' behaviour of celebration catering services in Sidoarjo.

**RESULTS AND DISCUSSION**

Results Based on the education of resource persons with S2 and S1 the most offers buffet menu services. Speakers with Diploma and High School education mostly use the services of the nasi kotak menu. With the percentages mentioned below.

Table IV.1 Recent Education  
 Recent Education

	Frequency	Percent	Valid Percent	Cumulative Percent
THE	16	13,3	13,3	13,3
S2	61	50,8	50,8	64,2
Diploma	19	15,8	15,8	80,0
SMA	24	20,0	20,0	100,0
Total	120	100,0	100,0	

Source: In the process of researchers

Based on the gender of the interviewee, it is known that male and female sources are equal in the selection of celebration catering services with buffet menu choices. Because of these speakers, feel more efficient if they use these catering services. With the percentages mentioned below.

Table IV.2 Gender  
 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Man	60	50,0	50,0	50,0
Woman	60	50,0	50,0	100,0
Total	120	100,0	100,0	

Source: Processed by Researchers

Based on the age of resource persons aged 17-28 years, most choose catering services with a choice of boxed rice menus. Speakers aged 29-40 years

and over prefer to use the most catering services with buffet menu choices. With the percentages mentioned below.

Table IV.3 Age  
Age

	Frequency	Percent	Valid Percent	Cumulative Percent
17-22	17	14,2	14,2	14,2
23-28	36	30,0	30,0	44,2
29-33	29	24,2	24,2	68,3
34-40	20	16,7	16,7	85,0
>40	18	15,0	15,0	100,0
Total	0120	100,0	100,0	

Source: Processed by Researchers

Based on the type of work of the interviewee. It is known that private employees to civil servants, prefer catering services with a choice of buffet menus. With the percentages mentioned below.

Table IV.4 Types  
Job Type of Work

	Frequency	Percent	Valid Percent	Cumulative Percent
Private Employees	44	36,7	36,7	36,7
Self employed	29	24,2	24,2	60,8
Student	19	15,8	15,8	76,7
Mrs. RT	21	17,5	17,5	94,2
Civil servants	7	5,8	5,8	100,0
Total	120	100,0	100,0	

Source: Data Processed by Researchers

Based on the average expenditure of resource persons, it is known that interviewees with expenditures ranging from IDR 1,000,000 – IDR 1,800,000 mostly use catering services with a choice of boxed rice menus. Speakers with expenditures ranging from IDR 1,800,000 to more than IDR 3,000,000 mostly use catering services with buffet menu choices. With the percentages mentioned below.

Table IV.5 Average Expenses Per Month Average expenses per month

	Frequency	Percent	Valid Percent	Cumulative Percent
>IDR 600,000	1	8	8	8
>IDR 600,000 – IDR 1,000,000	17	14,2	14,2	15,0
>IDR 1,000,000 – IDR 1,800,000	21	17,5	17,5	32,5
>IDR 1,800,000 – IDR 3,000,000	33	27,5	27,5	60,0
>IDR 3,000,000	48	40,0	40,0	100,0
Total	120	100,0	100,0	

Source: Data Processed by Researchers

Indicators Behaviour customer Kind Service which is frequent Used	CV. CATHLEA CATERING	
	Frequency	Percent
Menu Nasi Kotak	5	16,1
Menu Nasi Tumpeng	3	9,7
Buffet Menu	17	54,8
Round Table Menu	3	9,7
Wet/Dry Cake Menu	3	9,7
Total	31	100

**Cross-Tabulation Results on the Indicaand Customer Behavior Catering for Celebrations**

Indicators Behaviour Customer Reason Main Using Services Celebration Catering	CV. CATHLEA CATERING	
	Frequency	Percent
Time Efficient	5	16,1
Practical	12	38,7
Save More	1	3,2
Good Quality	6	19,4
Famous	6	19,4
Close to	0	0

Home		
Brother's	1	3,2
Total	31	100

Indicators Behaviour Customer	CV. CATHLEA CATERING	
	Frequency	Percent
Behaviour That Affect		
Parents	1	3,2
Family	8	25,8
Yourself	4	12,9
Friend	11	35,5
Spouse	7	22,6
Total	31	100

Indicators Behaviour Customer	CV.CATHLEA CATERING	
	Frequency	Percent
When Wear Service Catering Celebration		
Anniversary	2	6,5
Celebration	12	38,7
Wedding	5	16,1
Arisan	7	22,6
Family Meetings/Events	5	16,1
Total	31	100

Indicators Behaviour Customer	CV. CATHLEA CATERING	
	Frequency	Percent
How Often Wear		

Catering Services		
1-2 times per year	11	35,5
3-4 Times Per Year	13	41,9
5-6 times per year	6	19,4
>7 Times Per Year	1	3,2
Total	31	100

Indicators Behaviour Customer	CV. CATHLEA CATERING	
	Frequency	Percent
Where Get Information		
Friend	17	54,8
Family	9	6,5
Neighbor	2	2,9
Social Media	3	9,7
Total	31	100

Indicators Behaviour Customer	CV. CATHLEA CATERING	
	Frequency	Percent
Responses After Wear Catering Services		
Satisfied	28	90,3
Not Satisfied	0	0
Quite Satisfied	3	9,7
Total	31	100

Indicators Behaviour Customer	CV. CATHLEA CATERING	
	Frequency	Percent
Reasons to Be Satisfied		

Excellent Service/Quality	7	2,5
Good taste	8	28,6
As you wish	10	35,7
Lighten the Workload	3	10,7
The price is cheap	0	0
Total	28	100

Indicators Behaviour Customer Reasons Not Satisfied	CV. CATHLEA CATERING	
	Frequency	Percent
Bad taste	0	0
Incompatible Agreement	0	0
Bad Service	0	0
Expensive Price	0	0
Total	0	0

Source:Processed by Researchers

Indicators Behaviour Customer Enough Reasons Satisfied	CV. CATHLEA CATERING	
	Frequency	Percent
Quality is quite good	1	33,3
Affordable and suitable price	1	33,3
Service is pretty good	0	0
Practical	0	0
Varied Menu	1	33,3
Total	3	99,9



Based on consumers who use Cathlea Catering services, most use buffet menu services with a percentage of 54.8%. The main reason most chosen by Cathlea Catering users is practical, with a percentage of 38.7%. The parties who influenced the speakers from Cathlea Catering chose friends the most with a percentage of 35.5%.

### **CONCLUSION**

The conclusion of this study displays the behavior of catering customers for celebration purposes in Sidoarjo, based on the nature of customers, as follows:

1. Most customers choose catering services with an age range of 23-28 years. And with regular expenses every month IDR 3,000,000, with the type of work as a private employee
2. Based on the data above, most catering service customers in Sidoarjo choose Cathlea Catering because customers are satisfied using the catering service
3. The most people who recommend are friends because friends are the most prominent people in choosing these catering services.
4. Based on the results of the most catering service users in Sidoarjo, because they have ordered within 1-2 years. Moreover, I always feel satisfied with the services provided.

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