

Attractiveness In Indonesian Traditional Restaurant Display Kitchen Concept

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Abstract

The purpose of people coming to a restaurant is not only to satisfy their appetite, but also hoping to have more experience that can be remembered and pleasurable. Many efforts have been attempted by culinary business man to achieve that idea, as an example is to give an attractiveness in form of facility. Display kitchen is one of initiative to improve restaurant attractiveness, as it will make a good atmospheric feeling insides the restaurant, and so further more it can be directly enjoyed by the visitor.

This paper discusses about the comparison of public perception between the traditional restaurant display kitchen that use traditional concepts and modern concept which have been developed their attractiveness. Surabi cooking area is a case studies in this paper because it is one of Indonesian traditional culinary which have interesting way how to cook and unique cooking equipment. Through the reseach, display kitchen with traditional and high attractiveness is perceived most positively in some aspects.

Based on the result, a restaurant with traditional atmosphere which is created also with high level of attractiveness have a good perception by the public. So the idea of applying display kitchen with traditional concept can be used for creating creative space and also can be used for showing Indonesian cultural identity, that has potential to support Indonesian culinary tourism.

Keywords: *attractiveness, consumer perception, surabi display kitchen, traditional culinary space*

1. Introduction

At this time, the interest of people coming to a restaurant, it does not only expect to taste the food, but also hoping get an experience that is memorable and exciting. This phenomenon has been presented by the Pine and Gilmore (1998) in Boswijk et al, that to be successful in today's global economic, a business must be able to present something that is unforgettable and satisfying experience by offering added value. This is because people tend to look for a unique and extraordinary experience. Many attempts were made by culinary entrepreneurs for achieving the success, one of which is by increasing attractiveness by showing an interesting interaction who is performed by chef in the kitchen area, which is openly can be enjoyed by the visitors, e.g sushi and teppanyaki restaurant (Japan) and pizza restaurant (Italy). Consumers come to these places is also interested to see the unique attractions that is made by the chef in the exposed open kitchen, which is better known as display kitchen/cooking display/open kitchen.

The application of display kitchen concept at restaurant became popular since 1990s (Baraban and Durocher, 2010) and it was very functional. It appeared due to the demands of food hygiene in American society, because of many cases of food poisoning (Alonso et al: 2010). But in its development, the application has more functions which are providing a unique experience by demonstrate how making meals to consumers, and becoming part of the entertainment which is the asset for the promotion, and also as a hallmark or the center of attention.

Indonesia is a country which is very rich in various types of unique culinary. However, in general, important facilities such as restaurant kitchen is less designed even is not designed at all. With a very diverse and attractive culinary kind, a traditional Indonesian culinary space is potentially to be explored, especially the value of its attractiveness of the design and setting of the display kitchen.

These phenomena form the basis of research to find out a way to explore and find what kind of displays kitchen that affect consumer perception, with comparing the concept (modern and traditional) and the level of attractiveness, which due to the interaction between chef with kitchen design, and also to find out which setting is responded most positive among all display kitchen.

2. Material and Method

2.1 Method

This study applied the experimental method, which used some stimulus as way to measure the response of subject's perception. The stimulus was prepared in the form of digital image, that showed some setting of restaurant display kitchen and their interesting interaction activities of the chef and the kitchen setting, which serve traditional Indonesian culinary. The response was measured through a list of questionnaire which was filled out by the subjects. The questionnaire was prepared in tabular form of semantic differential scale, that's used for measuring consumer perceptions, imageries, and believes. Then, the response's analyzed and calculated by repeated measures ANOVA method.

1.1 Sampling

Respondents were used as research subjects are someone who ever ate in a restaurant, recognized, and ever tried the food being tested. Subjects were taken using a convenience sampling technique, with ages between 18 to 25 years, and worked as bachelor degree student. The sampling subjects of research took 55 people, with 26 men (47.27%) and women 29 women (52.72%) which was tested using the within-subject factorial design method.

1.2 Variable

2.3.1 Independent Variable

Independent variables stimulus were prepared in the form of a digital image with visual approaches which are derived from the reference and the survey, consisted of the following conditions:

a. Design Concept

- Modern design concept: without ornament, material fabrication, lighter, wider, and functional space (Massey, 1990); simple, honest, according to usability, standards, and machine-made (Marcus, 1995); Modern open kitchen usually show something glamorous, gleaming and shiny, with stainless steel and copper materials. (Walker, 2008)
- Traditional design concept: It approaches West Java "saung/gubuk Sunda" that uses huts as aesthetic element (Figure 1), and the kitchen uses original/ authentic equipment for making "Surabi", ie. the furnace and "surabi" pan from pottery. In general, the kitchen uses natural materials, such as bamboo, wood, and thatch roof, which is commonly used for making huts

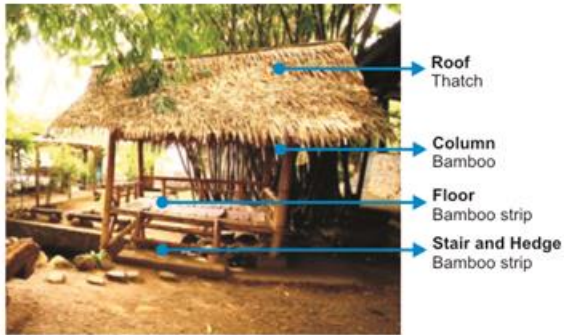


Figure 1.The example of “Saung” or Sunda Hut (2012)



Figure 2.The example Serabifurnace or “Tungku”(2012)

- b. Attractiveness, the aspects attractiveness take approach from attention theory by Morgan (1986), that to get attention there is some stimulus is considered, which are intensity, contrast, repetition, movement, familiarity, something new (novelty). These approaches will be used to strengthen or weaken the quality of the stimulus attractiveness that will be tested and used to create a distinction between stimulus that have low attractiveness and high attractiveness.

The result of crossing factorial design tabulated, processing concepts, and theories, then the visualization of Surabi display kitchen as independent variables are as follows:



Figure 3.Stimulus I : Modern concept– low attractiveness Serabi Display Kitchen(2012)



Figure 4.Stimulus II : Modern concep-high attractiveness Serabi Display Kitchen (2012)



Figure 5.Stimulus III : Traditional concept-low attractiveness Serabi Display Kitchen(2012)



Figure 6.Stimulus IV : Traditional concept-high attractiveness Serabi Display Kitchen(2012)

2.3.2 Dependent Variabel

The dependent variable is the response of consumer perception. Components that will be examined is related to perception, belief, and image. the units of analysis that are used are perception of the hygiene, freshness, comfort, entertainment, center of interest, and cultural rewarding.

2. Result

When comparing the response of consumer perceptions between design concepts of display kitchen as main affect, the result is, there is significant level of difference perception response between traditional and modern display kitchen concept, with the mean difference significant level $p=0.000$. Traditional display kitchen concept of response is scored more positive compared to the modern display kitchen concept (Figure 7). This result is thought due to the background of cognition, especially beliefs, expectations, memory, and experience that influence consumer perception about ways to cook of traditional food would be more suitable and more appropriate when cooked in a authentic way and equipment. In fact, there is a presumption when cooked with iron/modern stuff, it will not be as good/delicious as cooked with pottery. Sometimes authenticity is expected by consumers to be able to feel the exciting dining experiences, feels familiar, and reminiscent of the culture or past experience (nostalgia). According to memory and experience, the most appropriate display kitchen to be applied for traditional culinary is which are still authentic and traditional. Authenticity is an attribute that is relevant to ethnic restaurants/traditional

(Lui & Jang, 2009 in Mohammad & Chan, 2011). Currently, the restaurant serves traditional cuisine with ethnic theme is becoming a trend, it is exposed to a previous study by Tsai and Hsun Lu (2011), that one of the trends that are being developed at this time. The restaurant with an ethnic theme shows that the restaurant supports desire to experience authentic ethnic culture, and customer satisfaction is correlated with authenticity.

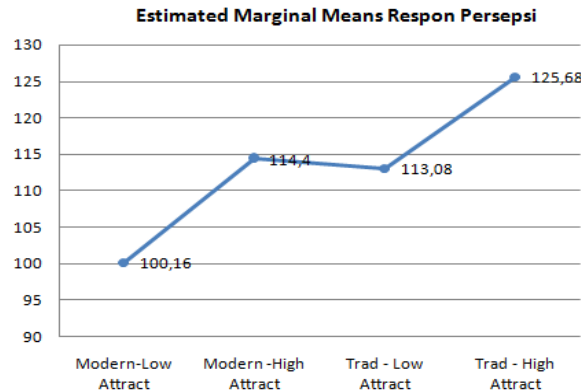


Figure 7. Estimated Marginal Means Perception Response (2012)

While the results for the difference between the level of attractiveness of the display kitchen with high and low attractiveness has a significant value difference ($p=0.000$). Display kitchen with high attractiveness has more positive response than the low attraction display kitchen. The results of the overall calculation which is based on estimated marginal means response perception is the condition of the traditional design concept-high attraction has the highest positive average value response and the condition of modern design concept-low attractiveness has the lowest response rate. When comparing, between Traditional with low and high attractiveness, the high attractiveness one has a higher score than the low one. By the same token for modern concept, the high attractive one has a higher score than the low one. The meaning is, both traditional or modern concept, people respond more positively for the high attractive concept. (Figure 7.)

Traditional elements became one of the attractions that appeal to consumers as part of the authenticity. The elements of design are developed based on the theory of Attention from Morgan. The application of design elements into a high attraction, which are: (Figure 9)

- a. The using of big amount of cooking pan (30-50 pieces), resulting an exciting and intensive movement that caused by the interaction between the chef, equipment, and layout. Inspiration of increasing the quantity of cookware is a way of cooking by Notosuman solo and NHI Bandung Surabi. (Figure 8)



Figure 8. Solo Notosuman Surabi (2012)



Figure 9. Surabi High attractiveness Traditional Display kitchen (2012)

- b. The cooking area have higher elevation than generally floor with sitting area surrounding the kitchen, so consumers can see the entire cooking process.
- c. In terms of layout, the position of the display kitchen is right in the middle of the room, with large enough space, and can be seen from the four corners, so that this area becomes the center of attention.
- d. Using design elements which are enough to attract attention, such as lighting, color, texture, and treatment on the walls, floor, and ceiling using traditional image and natural materials.

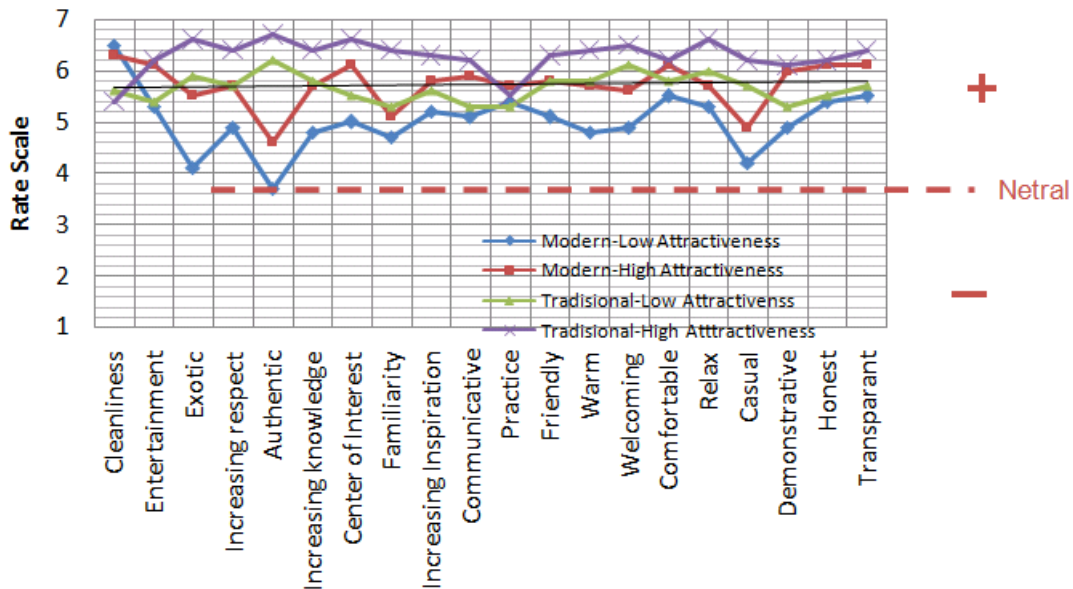


Figure 10. Consumer Perception Graphic(2012)

The consumer perceptions graphic of the four designs were tested shows there were some interesting findings. The diagram shows the acquisition value of consumer response into details per item questions for each condition tested. Seen from the graphic above, in generally, subjects tended to rate the positive direction of perception for all conditions, seen from the assessment of the average consumer is above the neutral scale (scale 4). The highest value perception

response/most positive is the response to the high attractiveness traditional concept display kitchen. Perceptual response to these conditions, has the highest value and was considered quite significant for items perception which are exotic, increasing respect, authentic, increasing knowledge, familiar, inspiring, communicative, friendly, warm, welcoming, relaxed, and casual (the score at scale 6-7). (Figure 10)

Although in general the traditional design concept of attractiveness on two levels (high and low) have an average value perception is quite high, but the condition is rated lower than the modern concept for the perception of cleanliness and practicality (efficiency). From these results, it can give an idea that the perception of hygiene and efficiency is not very applicable to traditional concepts. Though the application of the concept of display kitchen are expected to increase the perception of cleanliness and practicality at the restaurant, according to that proposed by Alonso et al (2010), that some positive views about the application of the concept of display kitchen include "... fun, entertainment, cleanliness, trust, and being-able to see both the chefs and the food being prepared". Application of the open kitchen at the restaurant has several advantages according to Chow et al (2010) which are closely related to the open kitchen hygiene aspects (hygiene), which is supported by a transparent wall elements so that consumers can see the "behind the scenes" of the food manufacturing process.

Based on the concept of food tourism proposed by Mohammad & Chan (2011), authenticity is an important element for the sustainability of the national culinary and cultural heritage through traditional foods and local that need to be conserved. Many experts even describe traditional restaurant as a cultural ambassador and ethnic dining experience at the restaurant as a "culinary tourism" (Wood & Munoz 2006 in Mohammad & Chan, 2011).

3. Conclusion

The study results shows that the concept of display kitchen with different levels of attractiveness and different concept (modern or traditional) have an influence on the perception of consumers. Display kitchen with combination of fascination and design concepts have a tendency to give positive effect on consumer perception and traditional culinary display kitchen with the traditional concept and high-attractiveness is the most favorable chosen.

Currently, culinary tourism is highly developed in Indonesia and the demand among tourists is not only from domestic, but also foreign tourists. For the culinary industry, the results of this study can be used as a reference design for traditional display kitchen concept, in accordance restaurant with traditional Indonesian food. So the research is expected to be a proof that for traditional Indonesian food, atmospheric space reinforced by the elements of the display kitchen which has traditional concept and high attractiveness, is most appropriate. The application of high attractiveness and traditional concept for traditional culinary can show the identity of Indonesian culture, so it has the potential to support the tourism industry, especially for Indonesian culinary tour. The advantages of the traditional concept with high attractiveness is considered the most preferred and desirable in the case of traditional cuisine, is a picture that designers need to try, improve creativity, and explore more cultural approach in designing dining facilities that serve traditional Indonesian culinary.

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