

ABSTRACT

The development of tourism in the city of Bandung was relatively quite well and rapidly. Bandung itself is one of the most sought after tourist destinations by domestic and foreign tourists. One interesting phenomenon is the growth of a culinary tour with more examples of restaurant and café in the city of Bandung. Restaurant and café in Bandung also grow as follows with the wants and needs of consumers.

This research aims to make positioning steak restaurant in the city of Bandung (Abuba steak, Holycow, Karnivor, butcher, and Suis Waroeng steak & shake) based on the perception of consumers. As for the attributes in this study on the basis of previous research, price, cleanliness, location or environment, product quality, service quality and consumer satisfaction.

Data collection using data obtained from the questionnaire, the results of the dissemination of the questionnaire with the preparation of an attribute that is in compliance with previous research to the 384 respondents. The data is then processed using Multidimensional Scalling Analysis. The software used to calculate and visualize the results of the analysis was SPSS Version 20.

Research results on these studies is the map Positioning based on similarity degree of steak restaurants indicates that the nearest competitor restaurant Abuba is Suis Butcher, the nearest competitor restaurant Holycow is Suis Butcher, the nearest competitor restaurant Karnivor is Suis Butcher, nearest competitor restaurant Suis Butcher is Karnivor, and nearest competitor restaurant Waroeng Steak & Shake is & Karnivor. On a map positioning based on attribute, steak restaurants can be drawn the conclusion that the dimensions on the price of the cheapest rated waroeng steak compared holycow, karnivor, suis butcher and abuba steak. On the attribute of hygiene, product quality, service quality, satisfaction of the superior holycow its competitors. On the attribute of a location or environment of the superior karnivor its competitors.

The conclusions of this research are based on 5 brand restaurant as an object of study for analysis, then it can be known brands restaurant where the nearest contenders between brands with each other based on the perception of consumers in the city of Bandung in choosing a restaurant based on attributes.

Key words: *Analysis of Multidimensional Scalling, Culinary tour in the city of Bandung, Positioning, Consumer Perception.*