

ABSTRACT

The purpose of this study is to find out the combination of attributes of vegetarian restaurants in Bandung that produce the highest customer value index and to find out the attributes that are the value drivers of vegetarian restaurants. The attributes used in this study are food quality, cuisine style, health concept, restaurant design, and environmental protection.

This study is a quantitative research using conjointing method, sampling using nonprobability purposive sampling method. Respondents in this study amounted to 394 people who are consumers of vegetarian restaurants in Bandung.

The result of this study indicate that the highest customer value index is in card number four profile combination of 0,719, which is a vegetarian restaurant that has the concept of nutritious food, Chines style, then has a health concept to prevent disease, and restaurants that care about environmental protection. The result of the value driver in this study can show that environmental protection is the attributes most considered by consumers in choosing a vegetarian restaurant in Bandung, because it has the highest usability value of 0,416.

Suggestion from this study is that environmental protection should be a major concern and consideration for the vegetarian restaurant industry in Bandung, because consumers now consider environmental protection before dropping a choice in choosing a vegetarian restaurant in Bandung.

Keywords: Cuisine Style, Environmental Protection, Food Quality, Health Concept, Restaurant Design.