

**THE RECEPTION OF LOCAL CUSTOMERS ON AMERICAN FAST**

**FOOD:**

**A CASE STUDY ON PIZZA HUT SLAMET RIYADI SOLO**



Submitted as Partial Fulfillment of the Requirements  
For the Sarjana Degree in English Department  
Faculty of Letters and Fine Arts,  
Sebelas Maret University

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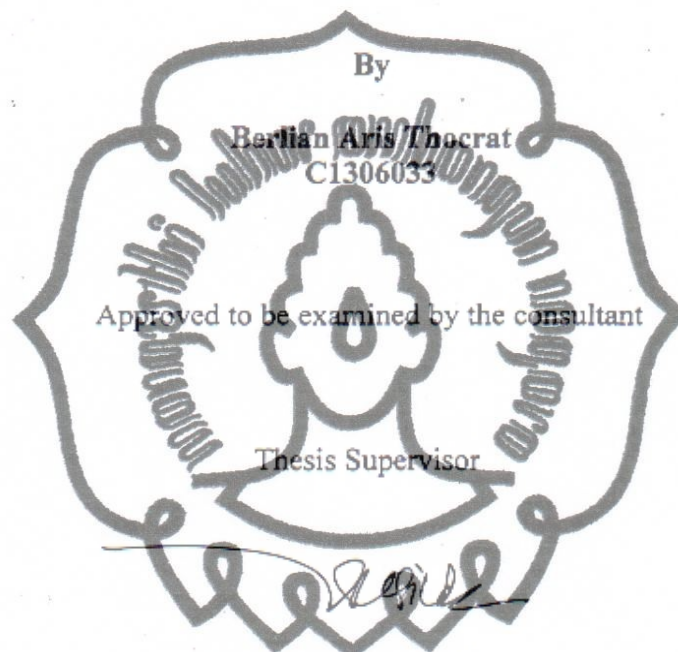
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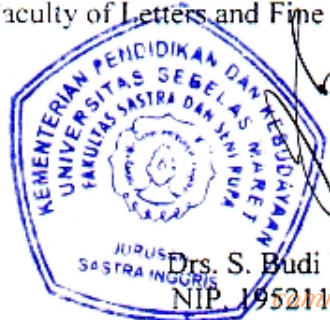
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**APPROVAL**  
**THE RECEPTION OF INDONESIAN CUSTOMERS ON AMERICAN**  
**FAST FOOD:**  
**A CASE STUDY ON PIZZA HUT**



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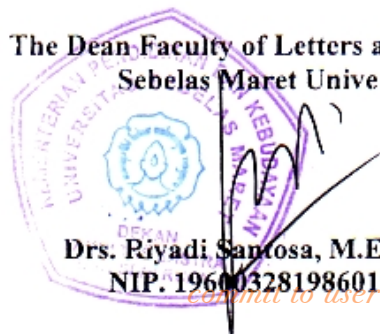
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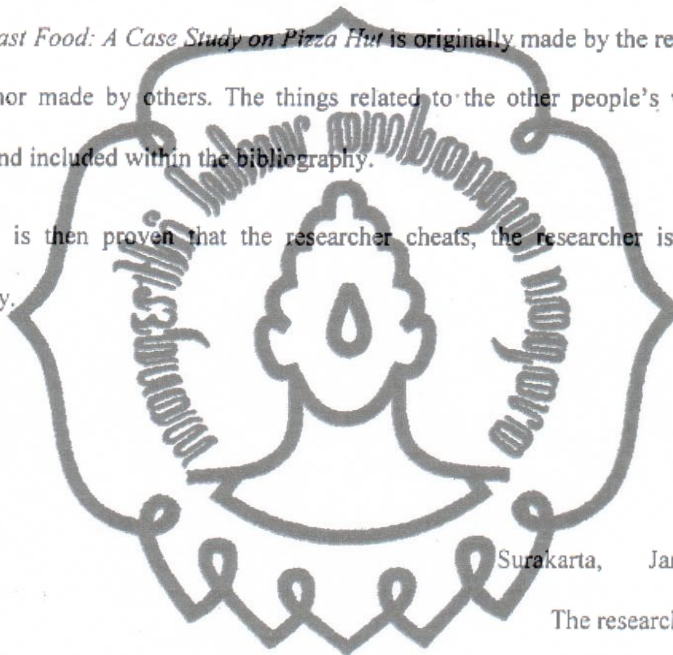
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Stated wholeheartedly that the thesis entitled *The Reception of Indonesian Customers on American Fast Food: A Case Study on Pizza Hut* is originally made by the researcher. This is not plagiarism nor made by others. The things related to the other people's work are written in quotations and included within the bibliography.

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The researcher

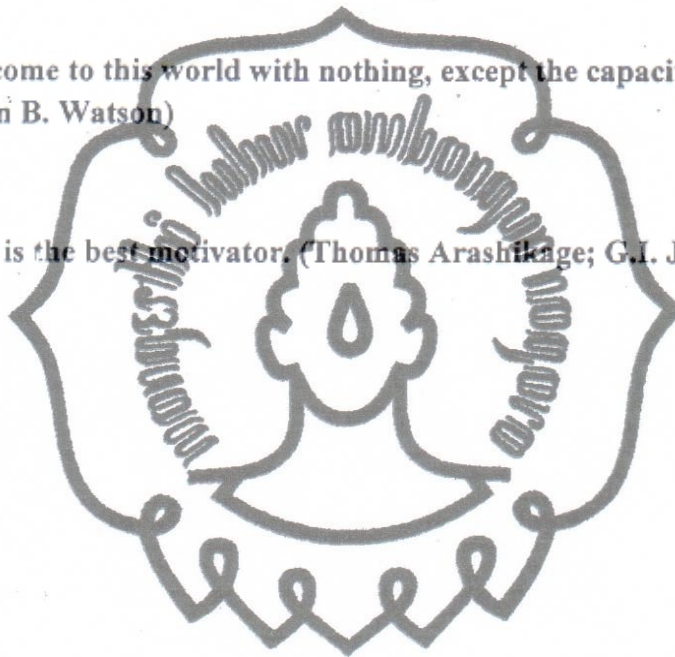
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## MOTTO

1. **What we are is God's gift to us, what we become is our gift to God.**  
(Berlian A.)

2. **We come to this world with nothing, except the capacity for learning.**  
(John B. Watson)

3. **Fear is the best motivator.** (Thomas Arashikage; G.I. Joe)



## **DEDICATION**



**This thesis is dedicated to:**

**Jesus Christ**

**My self**

**My family**

## ACKNOWLEDGEMENT

The highest praise to Jesus Christ, the Almighty, for the health, strength, and opportunity to overcome the hardest time of my life. His blessing, grace, and guidance make the writer possible to accomplish this thesis.

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Surakarta,

Berlian Aristhocrat

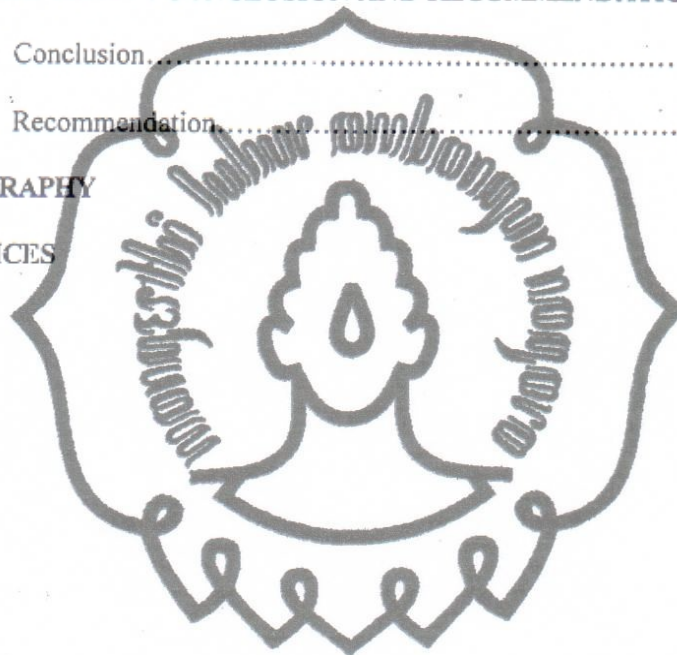


## TABLE OF CONTENTS

Cover.....	i
Approval of The Thesis Supervisor.....	ii
Approval of The Board of Examiners.....	iii
Pronouncement.....	iv
Motto.....	v
Dedication.....	vi
Acknowledgement.....	vii
Table of contents.....	ix
Abstract.....	xii
<b>I. CHAPTER I: INTRODUCTION.....</b>	<b>1</b>
A. Research Background.....	1
B. Research Question.....	5
C. Objectives of the Study.....	6
D. Scope of Study.....	6
E. Research Significance.....	7
F. Methodology	
a. Type of Research.....	7
b. Data.....	7
c. Technique of Collecting Data.....	9

d. Technique of Analyzing Data.....	9
e. Theoretical Approach.....	11
<b>II. CHAPTER II: LITERATURE REVIEW.....</b>	<b>13</b>
A. Globalization.....	13
B. Consumer Behavior.....	22
<b>III. CHAPTER III: ANALYSIS.....</b>	<b>30</b>
A. Description of Data.....	30
1. Data Taken from Questionners.....	30
a. Respondents response toward price factor.....	33
b. Respondents response toward product factor.....	37
c. Respondents response toward serving factor.....	40
d. Respondents response toward purchase decisions.....	43
2. Data Taken from Depth Interview.....	47
B. Analysis.....	50
1. The Reasons of Local Customers to Consume Pizza Hut .....	50
a. Desire.....	50
b. Affordability .....	52
c. Product.....	55
2. The Factors that Influence Consumer to Consume Fast Food (Pizza Hut).....	58
a. Media Information.....	58

b. Prestige and Lifestyle.....	61
3. The Influence of American Values and Cultures on Fast Food's Customer.....	64
a. American Values and Cultures. ....	64
<b>IV. CHAPTER IV : CONCLUSION AND RECOMMENDATION.....</b>	<b>70</b>
A. Conclusion.....	70
B. Recommendation.....	72
<b>BIBLIOGRAPHY</b>	
<b>APPENDICES</b>	



## ABSTRACT

Berlian Aris Thocrat. C1306033. The Reception of Local Customers on American Fast Food: A Case Study on Pizza Hut Slamet Riyadi Solo. Undergraduate Thesis: English Department, Faculty of Letters and Fine Arts. Sebelas Maret University, Surakarta. 2012.

This research was conducted to know about the reception of local customers on American fast food. It also explains the reason that influences customers consuming Pizza Hut and the factors that influences customers to consume fast food (Pizza Hut) using globalization and consumer behavior approach. It is a descriptive qualitative research which takes purposive sampling technique. The data of this research are from questioner and interview to the respondents at Pizza Hut restaurant. The respondents was determined using purposive sampling based on sex occupation and income. The researcher analyzed 61 respondents on questioner data and 8 respondents on interview data. From the analysis, the researcher found that there are three reasons of the respondents to consume at Pizza Hut; there are desire, affordability and product. And it is also found in the factors that influence customers to consume at fast food because of media information, American value and culture, which are ease and practicality.

The researcher hopes that this research can be used as a reference to study about the reception of local customers toward American fast food since this research was taken from case study on Pizza Hut as the reflection of American fast food franchise.

## CHAPTER I

### INTRODUCTION

#### A. Background

Historically, food has existed since the existence of human beings. Some scholars find that the availability of food in a social life shows the way of life and social condition of that society. As Biswas, Margaret R., and Asit K Biswas states, the food we eat tells so much about us (1979: 34). Thereby, it can be said that American food may tell about American society too. This is also stated by the journal editor Darra Goldstein of the Washington Post in the followings:

Food is one the best ways to understand culture. From the early years of American history until now, American society possesses their own way in interacting with food that is created by the social condition. "American society at different stages of history has a particular way of treating their sustenance depending on the social condition in each era of American history (2001: par.2)

The Americans had built American values that also influence their eating habits and foods. Their experience, especially the one concerned with mobility, has influenced their way of thinking, living and choosing their sustenance. Their experiences have influenced the American the ways they improved their food and then, creating fast food.

Since its beginning, in American social life, fast food has been recognized as food that being prepared quickly. Fast food also reflects a

deeper social meaning of a society. This time, while fast food innovation is still going on, American have acknowledged that it has become a part of American culture. Fast food is a culture that reflects the change in choice of sustenance, which is viewed as a very important thing in human life. Time freed from cooking, ease in eating and other conditions emerge as reasons of why some people like something that is quick and practical as fast food.

According to Eric Schlosser in *Fast Food Nation* (2001: 7), fast food brings consequences of a changing of social meaning that is concerned with the social values in American society. Starting as a culinary case, fast food has turned into a social, economical and cultural phenomenon. It became more than just food in the kitchen that women were required to cook. It has already been produced consumptively as it was largely produced for the readily available consumer. When America was developed into industry and along with it, American were forced to move toward a more simple mode of living, fast food became the favorable choice to meet the people's need.

Schlosser also add that the spread of the fast food business, infiltrated in every places and classes of American society. "Fast food is now served not only at restaurant and drive-thrus, but also at stadiums, airport, college campuses, and elementary school, on cruise ships, trains, and airplane, at K-marts, Wal-mart, gas stations and even hospital cafeterias". (Schlosser, 2002 : par.5).

According to Markus Nowatzki in History of American Fast Food, food is definitively intertwined with American culture and several prominent franchises have opened stores in many countries around the world. In the 1920s, the development in technology and industry began to change the American life-style. It means, these developments have influenced the way of life and way of thinking of the American society. The condition allows people to go everywhere further; more quickly and cheaply and prompted people to think of outdoor activities, not mention other leisure activities. These conditions influenced the rise of fast food in America. (<http://www.eatingamerica.de/>).

Even in situations of economic crisis and political uncertainties in the State of Indonesia, human needs for food and beverages must be fulfilled. So the food and beverage business will never die even growing. It can be seen from the food and beverage industry that is growing up today. According to Michael E. Sobel (1981: 17), the industrial raw material suppliers starting to provide the food industry, from the edge of the street stalls to expensive restaurants that provide food and beverage services. The need is also a source of founding a business unit which, according to people overseas knows more about the franchise business. In the Indonesian society as well as many who know the business franchise and they are familiar with this business unit with the name of the franchise.

According to Tambunan (2001), a lot in the State of Indonesia is studded business franchise, starting from the franchise business in the field of mini market, food products and product services and much more. In the many existing franchise business in the State of Indonesia, food is growing rapidly and also its customers. So, because the Indonesian people are more familiar with the franchise business in the field of food, fast food restaurant which is a food supply business unit that provide fast service and hospitality management are popular in society.

However, food franchise can be successful because all people need to eat. More than that, these foods are now just a lifestyle. More culinary programs on television and the proliferation of malls throughout the area are very supporting on food franchise trend. Franchise has always been same with service standards, product quality, and price offered.

Rahmad Gaudi (2001), stated that trusted food business is one of the many businesses that are not too affected by the crisis. Why, because all people living needs food, so people must seek for food automatically. Now it was just how to package the business, so it can be sold. Clearly, the most fundamental factor is the taste of food being sold.

Given its function, the franchise business unit of food or fast food restaurants or fast food is a business that provides a fast-paced food service and quality, both in terms of service and quality products offered to consumers. In addition, many fast foods that provide a wide variety of



products offered to consumers so that consumers can choose according to their own tastes. Fast food is one of food that loved by many groups such as professionals, young executives, celebrities to the young teens who want to hang out together as well as to anyone who wants to enjoy it.

Therefore, in this research, the researcher tries to find out the values of American people that brought to local customers as seen in fast food and also to find out why American fast food is acceptable to local customers. This can be seen in reception of factors and reasons that cause fast food acceptable to the local customers.

## **B. Research Question**

- a. What are the reasons of the local customer to consume Pizza Hut fast food at Pizza Hut Slamet Riyadi?
- b. What are the factors that make the fast food product accepted by the local customers?
- c. How does the local customers perception on fast food represent influences of American culture?

## **C. Objectives of the Study**

Based on the research question mentioned above, the objectives of this research are:

1. To find out the reasons of the local customer to consume Pizza Hut fast food at Pizza Hut Slamet Riyadi

2. To find out the factors that make the fast food product accepted by the customers
3. To find out how fast food as American product bring the value in Indonesian society.

#### **D. Scope of Study**

This research focuses on studying about the reception of fast food as American product, and the analysis will cover the American values that brought to local society and the response of customers in Pizza Hut Slamet Riyadi Surakarta, which are lead to find out the reasons and the factors that influence the customers.

#### **E. Research Significance**

There are some significances in the research that the researcher wants to deliver to the readers. The significances explained about the reception of local customers on American fast food; it gives the additional information that can be used by the next researcher especially American studies researcher of Sebelas Maret University, who are interested in studying the meaning of Pizza Hut fast food to Indonesian customers.

## F. Research Methodology

### a. Type of Research

This research is a descriptive qualitative research. “Descriptive qualitative is used because it has some general characteristic on comprehension of the intended meaning. “ (Jack and Norman 1993: 380-381). In addition, a qualitative research is a kind of research toward a problem which is not designed to use statistic procedures. This qualitative method is a type of research which does not include any calculation an enumeration. It can refer to research about person lives, stories, behaviors but also functioning, social movement or interaction relationship. This includes observation and also interviews, but might also need another tool, such as document, book, and video tapes (Sutopo, H.B, 2002).

Surakhmad (2004:47) stresses that “Metode deskriptif digunakan untuk memecahkan masalah yang actual, dengan jalan mengumpulkan data, menyusun atau mengklasifikasikannya, menganalisa dan menginterpretasinya.” Futhermore, according to Bogdan and Taylor in Moleong, qualitative research is a research, which produces descriptive data consisting of written or spoken words and also behavior. Therefore, this qualitative research purport to reveal the meaning of everything related to the process of human life and their association with fast food. (2000: 4)

## **b. Data**

Subroto (1992) classifies the data of a research into: numbers, utterances, sentences, and discourses, photos, recording files, document and books. It is also supported by Sutopo (2002:10) “data yang dikumpulkan berwujud kata-kata dalam kalimat atau gambar yang mempunyai arti lebih besar dari sekedar angka atau jumlah yang berisi catatan – catatan yang menggambarkan situasi sebenarnya guna mendukung penyajian.”

This research takes two kinds of data. The first is main data and second is supporting data. The main data used in this research is the data taken from interviews with the customers of Pizza Hut and from the questioner. The supporting data in this research are articles, book, newspaper and the other materials that are expected to provide a better understanding of American fast food and its impact on social life as seen from several reasons and factors that influence of Pizza Hut fast food consumption.

## **c. Technique of Collecting Data**

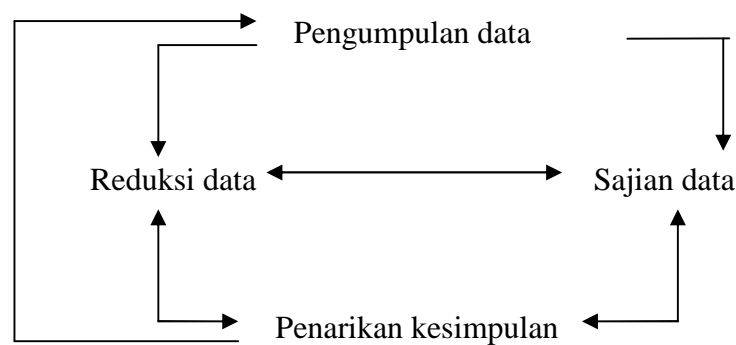
The technique of collecting data followed some procedures as applied in the steps of collecting data:

1. Doing observation in Pizza Hut Slamet Riyadi Surakarta
2. Preparing the tools that supporting the research

3. Making the questions for interview and the questioner
4. Distributing the questioner and interviewing the Pizza Hut customers
5. Collecting all the results of questioner and interview data of the respondent.

#### d. Technique of Analyzing Data

“Analyzing data is the definition process by formal effort to find out the theme and to formulate as same as the data and as the effort to give aid for the theme that had been formulated”. (Bigdan and Taylor, 2000: 76). According to Miles and Huberman in HB. Sutopo, (2002:95), interactive model consists of three components of analyzing data; there are reduction data, presentation data, and drawing conclusion. The process of those components are related to each others. For more details of interactive model of analysis, described as follows:



Interactive Model of Analysis

Source: (H.B. Sutopo 2002:96)

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The first step was collecting data from the sources; questioner and interview data. In this step, data collection was done by identifying the reasons and the factors that influence Pizza Hut customers to consume Pizza Hut product.

The second step was presenting the data. The data was presented to find out the consumer reception of the taste, prestige, and facilities of Pizza Hut through interview and questioner.

The third step was reducing the data that were not necessary to this research and presenting the result that was taken from the respondents that were relevant to this research.

The fourth step was analyzing the result of the interview and questioner, then interpreting these data using consumer behavior theory and other theories: American popular culture, which are needed to analyze those data. The researcher also used the supporting data that are beneficial to support the validity of the data retrieved from the main source of data.

The fifth step was combining those data to get a broad understanding of the data and drawing conclusion. And also the researcher was constructed this research to be comprehensive writing.

### e. Theoretical Approach

This research is conducted under the umbrella of American Studies. In this research, fast food as a part of American culture will be seen as an object that can describe the way of life of American society. Fast food can be used in describing some aspect of social life and culture. The interdisciplinary approach that applies different approaches of knowledge is suitable to this study. “Interdisciplinary studies, suggest being at the boundary of the individual disciplines where they begin to merge and intermingle, and it associates this with the condition of being on the margins of the normalized, accepted and official culture of America”. (Campbell and Kean, 1997: 10). Through interdisciplinary studies, fast food as a part of American society can be seen from some dimensional views.

Sociological approach was also necessarily used since it is an object analysis about human in society and the process on it. It strives to discover how society still exists through an extended process. By using this approach, I knew the social life and also the causes and consequences of human social behavior. This research used this approach because fast food is considered to be closely related to the social condition of the consumer.

In the theory of consumer behavior, the researcher considers three basic approaches to the study of food consumption practices. One

approach is looking for information on how consumers make choices between alternative products and another. The second approach examines food as a means of learning something else or just to eat it. Examples of this approach aims to determine the effect of what influences consumers to make decisions in foods. The third is to explore the food consumption and advertising from a social perspective.





## CHAPTER II

### LITERATURE REVIEW

#### A. Globalization of Fast Food

Discussing American fast food in this writing means discussing aspects of popular culture. Though basically fast food is made to satisfy hunger, it is reflecting some aspects of popular culture. Further, “popularity can be defined as being well liked by many people, inferior kinds of work, work deliberately setting out to win favor with the people and as culture it actually made by the people for people.” (Fishwick, Marshall and Ray B. Browne, 1987: 25)

American fast food has been popular and consumed by many people. The large number of consumer indicates popularity which is also indicating popular culture. Some aspects of popular culture in American fast food are the large number consumers, the use advertising and money as the goal. (Schlosser, 2001: par.6).

The effort to become popular can be seen through the ways of advertising and creating an image of the specific fast food for the consumers. Fast food companies will get a large number of consumers if they advertise

their product well. For example, KFC restaurant used “Colonel Sanders” as the symbol and spokenperson in advertisement.

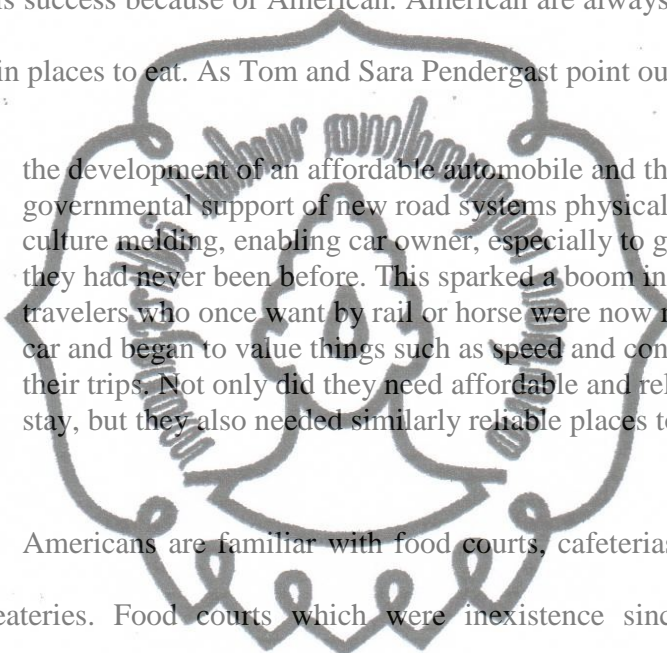
The other aspect of popular culture that can be seen through fast food is pattern. The headquarters through their franchise system pattern the main products as their uniformity. The key to a successful franchise, according to many texts of the subject, can be expressed in a single word: uniformity. Franchise and chain store must reliably offer the same product or service at numerous locations. A brand offers a feeling of reassurance when its products are always the same everywhere. “The organization cannot trust the individual; the individual must trust the organization”, declared Ray Kroc, one of the founders of McD (Schlosser, 2001: par.9).

American fast food is very popular in the world. Historically, America did not invent it, but it was the Americans who made it an economic success. Hamburgers, pizzas, French fries are examples of what the worldwide think of American fast food. Meanwhile hotdogs and apple pie can be found everywhere of fast food restaurant which are representing America’s food and in many ways of American culture. Markus Nowatzki in his History of American Food States:

hamburgers, pizzas, French fries and all kind of other dishes are connected with a cuisine that is world think of the American fast food. Although fast food is not actually an American invention, already the ancient Romans had something like fast food and medieval German

construction workers invented the “wurstbude”-it was the American who made it an economic success. And only through all those well known as fast food chain, American cuisine in its fastest form has become famous all over (1999:64).

So, although fast food is not actually an American invention, but fast food is successful because of Americans. Americans are always in need to move fast, even in places to eat. As Tom and Sara Pendergast point out:



the development of an affordable automobile and the simultaneous governmental support of new road systems physically reinforced this culture molding, enabling car owners, especially to go to places that they had never been before. This sparked a boom in tourist industry travelers who once went by rail or horse were now moving faster by car and began to value things such as speed and convenience as part of their trips. Not only did they need affordable and reliable places to stay, but they also needed similarly reliable places to eat (2000:71).

Americans are familiar with food courts, cafeterias and local diners and eateries. Food courts which were nonexistent since the late 1800s, eventually evolved into more permanent “short order” joints and diners. “Some cafeterias like Horn and Hardart in Philadelphia featured an automat system in the early 1900s, that system allowed people to extract foods such as pies, sandwiches, and entrees from vending machines for a penny or nickel. Food becoming merely a fuel for the human working machines like gasoline”. (Berstein, 2000:18).

Like other forms of life, the human species has undergone a long course of evolutionary change. Improved adaptability, broadly speaking, has

been brought about through processes of natural selection. “Sociology is primarily concerned with the social behavior and culture. Culture refers to those learned patterns of behavior, beliefs, and values that are transmitted from one population to the next.” (Sarjono Djatman, 1997: 5). In other words, the central feature of the concept of culture is that it refers to the transmission of behavior pattern across generations.

When speaking about the business of fast food, this should consider how some people saw this as a primal opportunity to take advantage of the changing needs of society. One of these individuals was Carl Karcher, who in 1944 owned numerous hot dog carts in Los Angeles (Schlosser, 2001: 18). What he never expected was to experience the dramatic changes that were to take place ten years later. This is when Richard and Maurice McDonald came into the scene then make “the McDonald effect”.

However, the phenomenon that began with diners and hot dog stands all over America would take on a new meaning with the concept created by the McDonald’s brother. The McDonald’s brothers began utilizing the same traditional methods used by other entrepreneurs in the fast food industry. However, one sociological ill threatened their business very much the same way it does today. It would not be long before other names in fast food would start emerge, such as Burger King, KFC, Pizza Hut, Wendy’s (Schlosser, 2001: 20).

Since there were culture change and social change, in the rules, standard or guides to conduct or ways of living and changes in the position or relationship of individuals and groups to one another over time, it is makes our lifestyle is influenced by modern life. Modern life is all about practicality, speed and technology. However, our mindset is imitated of Western cultures which are more sophisticated, and also imitated the fast food culture.

The increase of economic income and a change in eating habits are some of the many reasons that American fast food chains are successful in Indonesia. Obviously, most Indonesians prefer something that looks 'modern', practical and instant. Sometimes they pretend that something 'modern' comes from the "west". This change in attitude made it easy for Indonesians to accept the coming of American fast food chains to their communities. Furthermore, a magazine of *Management*, "*Gaya hidup dan makanan*" conducted a survey in five cities in Indonesia about a lifestyle change towards eating in restaurants. It reported that from 400 respondents in 1988 just 43% were attracted by restaurant dining, but this increased to 75% in 1994. (2000: 12)

Tulus Abadi in *Warta Konsumen*, "*Fast Food, Mengapa Bisa Sukses*" states:

menjamurnya restoran fast food tampaknya klop dengan hidup masyarakat Indonesia, yang menyukai hal-hal kelihatan serba modern dan praktis serta instan. Apalagi tingkatan pendapatan masyarakat Indonesia sudah mulai meningkat. Maka wajar saja, kalau kemudian

orang Indonesia menyenangi fast food yang cepat saji, cepat santap, dan harganya terjangkau oleh kebanyakan masyarakat kelas menengah kita. Sebab jika dibanding sepuluh tahun yang lalu, jumlah golongan menengah kita memang meningkat sangat tinggi. (July,2010:9)

Meanwhile, a sociologist Sarjono Djatman stated that these changes in attitude are caused by the fact “fast food is a part of cultural imperialism.” Fast food restaurants successfully become part of the indigenous eating habit.

kalau saya melihat orang-orang yang makan di restoran fast food itu sebenarnya bukan untuk kenyang tapi untuk menunjukkan bahwa mereka sudah menjadi bagian dari gaya hidup modern. Bahkan, anak-anak kecil, kalau belum masuk ke dalam restoran-restoran besar itu, masih dianggap kampung, meskipun kalau mereka ingin makan betul, mereka mencari makanan Indonesia. Di restoran fast food itu ada daya tarik gaya hidup. Jadi, makan di restoran fast food merupakan bagian dari gaya hidup. Tapi, makin lama karena mereka ingin selalu tampak “westernized”, selalu tampak “modern”, lalu mereka ke fast food terus. Jadi kalau kita lihat fast food itu bagian dari proses penjajahan budaya. (1997:12-13).

Therefore, Indonesian consumes American fast food not only to eat. Moreover, they enter fast food restaurants because they want to be categorized as modern. It is a sign of prestige. They prefer American fast food to local cuisine to show that they are already part of the world life style.

It can be said, as mentioned earlier, American fast food has become distinct from its roots and become a place for affluent consumers. This

phenomenon also occurred in Indonesia because the price of food is high for the low-income society in Indonesia. For instance, the businessmen (executive) who can be classified as affluent also have been attracted by fast food restaurants.

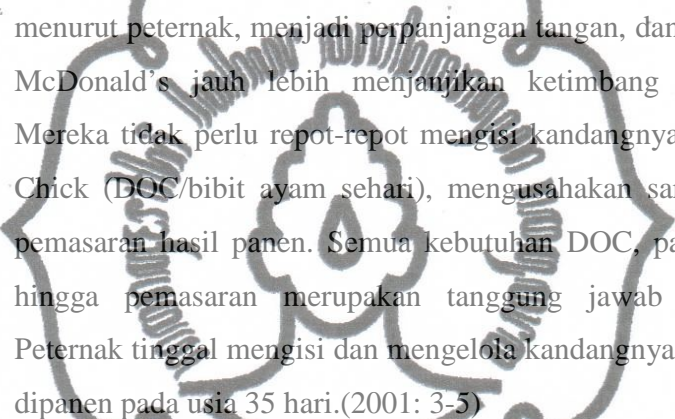
Talking about those who are attracted by fast food restaurants in Indonesia, Newspaper of *Bisnis Indonesia* reports that:

Survey that has been done by *Koran Bisnis Indonesia* about “*Makanan apa yang disukai oleh para eksekutif kita?*” report that:

ternyata, 15% eksekutif kita menyukai masakan Indonesia, 13% menyukai makanan Cina, 10% menyukai masakan Sunda, 9% menyukai Seafood, 7% menyukai makanan Jepang, 18% menyukai fast food, dan 15% menyukai masakan lain-lain. Survey *Bisnis Indonesia* itu membuktikan, ternyata esekutif lebih menyenangi fast food. Juga mitos bahwa fast food hanya digemari remaja, mungkin juga kurang tepat. Sebab kata eksekutif yang dimaksud jelas bukan remaja. Artinya pula, yang menyukai fast food ternyata bukan hanya dari kalangan remaja, namun para eksekutif pun nampaknya mengandrungi makanan asing tersebut. (2001: 4-6)

*Kompas* (9 November 2001) reported that the fast food restaurants have modernized the poultry industry in Indonesia. The owners of poultry industries felt that by cooperating with fast food chains, it is easier for them to be successful. They do not have to find the fledgling chickens, called Day Old Chicken (DOC), or buy production equipments, or organize the selling of the

chicken by themselves. All goods such as the DOC needs, chicken food, medicine and even the marketing are the fast food chain's responsibility. What they have to do is only managed the operation of the industry until the chickens are 35 days old. This has increased people's income, in particular those workers in the poultry industries.



menurut peternak, menjadi perpanjangan tangan, dan perusahaan mitra McDonald's jauh lebih menjanjikan ketimbang beternak sendiri. Mereka tidak perlu repot-repot mengisi kandangnya dengan Day Old Chick (DOC/bibit ayam sehari), mengusahakan sarana produksi, dan pemasaran hasil panen. Semua kebutuhan DOC, pakan, obat-obatan, hingga pemasaran merupakan tanggung jawab perusahaan inti. Peternak tinggal mengisi dan mengelola kandangnya hingga ayam siap dipanen pada usia 35 hari.(2001: 3-5)

This link will disintegrate if American fast food chains close for some reason. The recent anti-American feelings following the attack of The United States on Afghanistan threatened some poultry industries. The boycott of American products such as American fast food restaurants may result in the end of the poultry business. This means that some poultry industries will close down.

Moreover on the same reports *Kompas* stated that the poultry industries can be closed down if the ant American sentiments go wild. The boycott of some American fast food restaurants may impact the local poultry business



industries and also their raw material supply to fast food restaurants. All of these may decrease Indonesian people's income.

ratusan usaha ternak ayam potong di Daerah Istimewa Yogyakarta (DIY) dan Jawa Tengah (Jateng) terancam gulung tikar jika gerakan anti Amerika Serikat (AS) membabi buta. Resiko dari pemboikotan terhadap restoran siap saji berlisensi asal AS bisa berujung pada hancurnya usaha peternak, berikut usaha penyuplai bahan-bahan non daging ke restoran siap saji.

The existence of American fast food restaurant is closely linked with local people's lives. For some places outside of the United States which have established American fast food restaurants, anti-American feelings will impact the social and economic conditions at a local level. Moreover, the movement against the American fast food 'expansion' happened some years after their government welcomed its business. It's not easy to reject something that actually is needed. Despite the fact sometimes protestors claim that American fast food represents the American way to destroy the local culture, ironically American fast food restaurants have increased local income. (Kompas, 2001)

## B. Consumer Behavior

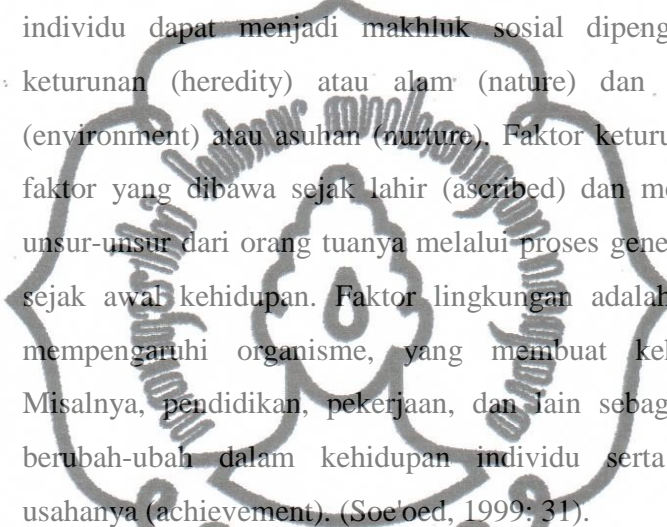
Decision making process for someone to buy a product is usually influenced by several factors. According to Kotler, several factors that can influence consumer behavior of person are cultural, social, personal and psychological factors. One of these factors may provide a greater influence than other factors. (Kotler, 2002: 178).

The diversity of consumers to fulfill their daily needs can be influenced by various factors, both from their outside or their inside factors. There are four essential premises that could affect consumer behavior, namely: (1) The consumer is king. He has the full ability to filter all attempts to influence, with the result that everything done by commercial companies should be uniformed to consumer motivation and behavior, (2) Motivation and consumer behavior can be understood through research, (3) Consumer behavior can be influenced through persuasive consumers who responded seriously as the side in power and with specific intent, and (4) Persuasion and influence consumers have socially beneficial results. (Engel et al, 2010: 26).

Economic principles are also applied in this case as well. The public wants to fulfill his needs, likes food, shelter, clothing, health, communication, and others. Thee Kian Wie in Sumardi and Evers (1982: 2-3), define the basic needs as a package of goods and services that necessary by the community which are available to everyone. This requirement is a minimum level that

enjoyed by someone. This means that the basic needs are various from one region to another and from one country to another. So, a basic need is specific.

To fulfill the need, individuals have to interact with other individual. It was stated by Soe'loed in *Bunga Rampai Sosiologi Keluarga*:



individu dapat menjadi makhluk sosial dipengaruhi oleh faktor keturunan (heredity) atau alam (nature) dan faktor lingkungan (environment) atau asuhan (nurture). Faktor keturunan adalah faktor-faktor yang dibawa sejak lahir (ascribed) dan merupakan transmisi unsur-unsur dari orang tuanya melalui proses genetika; jadi sudah ada sejak awal kehidupan. Faktor lingkungan adalah faktor luar yang mempengaruhi organisme, yang membuat kehidupan bertahan. Misalnya, pendidikan, pekerjaan, dan lain sebagainya, yang dapat berubah-ubah dalam kehidupan individu serta tergantung pada usahanya (achievement). (Soe'loed, 1999: 31).

Environmental factors cause changes in behavior that is determined by the norms, values and social structures that are different. Among the environmental changes are at home and at work or in the boarding house. (Ritzer, 1999: 72). So, the external factors and internal factors are very influenced in the process of consumer behavior.

More details on the factors and characteristics that influence consumer behavior are as follows:

## A. The factors that influence consumer behavior:

### 1. External Factors/Environment

Consumer behavior is influenced by the environment in which a person was born and raised. The variables included in the external factors that influence consumer behavior are culture, social class, social groups, and families.

#### a. Culture

Culture can be defined as a result of human creativity from one generation to generation, to determine the forms of behavior of their life as a member of the community. By the ability of culture, human mind has developed a wide range of system behavior for the purpose of his life. Culture is the most fundamental of desire and behavior. (Kotler, 2002: 209).

#### b. Social Class

Basically, Indonesian consists of three classes (Sumardi and Evers, 1982: 224), namely: the upper class, the middle class and the lower class. The consumer behavior between social groups with another social groups will be different in relation to fulfill the need. According to Engel et.al, (2010: 47) states: “kelas sosial adalah pembagian di dalam masyarakat yang terdiri dari individu-individu yang berbagi nilai, minat, dan perilaku yang sama. Mereka dibedakan oleh perbedaan status sosioekonomi yang berjajar dari yang rendah hingga yang tinggi. Status kelas sosial kerap menghasilkan bentuk-bentuk perilaku konsumen yang berbeda (misalnya, jenis minuman beralkohol

yang disajikan, merek dan model dari mobil yang dikendarai, dan model pakaian yang disukai).”

### c. Family

Family is very important factor in consumer behavior. Since, the family is the basic effect of consumption for many products. Besides, the family can be defined as a smallest unit of society whose behavior greatly influence and determine decisions to buy products. The role of each family member in buying an item is different. According to Engel et.al, (2010: 48), “keluarga kerap merupakan unit pengambilan keputusan utama, tentu saja, dengan pola peranan dan fungsi yang kompleks dan bervariasi”

### d. Internal Factors

These internal factors are also composed of two aspects; psychological factors and personal factors.

a. Psychological factors, also influence a person in the consumerist lifesyle (Kotler, 2002: 215), including:

- 1) Motivation, may assist for a high motivation to buy a product, goods/services, then they will tend to be purchased without the use of rational factors.
- 2) Perception, is closely linked to motivation. With the perception that better then the motivation to act will be high, and this causes the person is acting actually.

3) Establishment attitudes and beliefs. Through the acts and studying by the other, people will gain confidence and conviction. With the excessive reliance on the seller and the establishment of a person that unstable can lead to consumer behavior.

a. Personal Factors, according to Kotler (2002: 217), the decision to purchase is influenced by personal characteristics, namely:

1) Age, in adolescence a person's, tendency to behave consumption is greater than adults. Tambunan (2001: 1) ads that teenagers are usually easily persuaded seduction of advertising, likely went along with friends, unrealistic and likely wasteful in the use of money.

2) The jobs, affecting a person's consumption pattern. Someone with a different job would certainly have different needs. And this can cause a person to adjust to consumer behavior in the workplace.

3) Economic circumstances. People who have enough money will tend to be more easily to spend their money to buy things, while people with low economy will tend to be sparingly.

4) Personality. Personality can determine the pattern of life, as well as consumer behavior can be seen on one of those personality types.

5) Gender. Gender affects the need to buy, because young women will tend to be more consumptive than young men. (Tambunan, 2001: 3).

#### B. Characteristics of consumer behavior:

Consumptive explaining the desire to consume goods that are actually less necessary to achieve satisfaction in excess of the maximum. Based on the above definition, it is in consumer behavior, according to Tambunan (2001: 1), there are two fundamental aspects, namely:

1. The existence of an excessive desire to consume. This will lead to waste and inefficiency cost, especially for teens who do not have their own income.

##### a. Waste

Waste is consumer behavior that utilizes the value of money is greater than the value of their products for goods and services rather than the needs. This behavior is only based on the desire to consume the goods that are actually not needed in excess to achieve the maximum satisfaction.

##### b. Inefficiency

The person's consumption patterns are formed in adolescence are usually easily influenced by the advertising and their friend in the use of her money. It will give the rise to cost inefficiencies.

2. The behavior is performed only aims to achieve the satisfaction.

Needs are not fulfilled as the main requirement but needs that are only to follow the current fashion and social recognition. This behavior will only cause anxiety. Anxiety arises here, because they feel need to following the trend and they do not want to miss it.

a. Follows the fashion

Among adolescents, fashion considered very important to support their performance. So, they want to show that they can follow the current fashion in market too. Whereas, the mode itself is always changing, so the teens are never satisfied with what they have.

b. Obtain social recognition

Actually, consumer behavior in adolescents can be understood when seen as an age of the transition age of youth to search for identity. Adolescents want to be recognized by the environment by trying to be part of that environment.

Humans, in everyday life will never be separated from the activities of consumptive in spending money. Consumptive activities are essentially to fulfill the individual needs, whether the primary needs, secondary needs or tertiary needs. However, with the development of the age this had an impact on person's behavior. Purchase of goods or services are no longer based on necessity, but because the demands of prestige, and needs to be recognized by others as a symbol of social status.



For example, it happens to the students of college who live outside the family, their social life are more spend time with their peers, to feel closer to their peers and the separation from their parents, in everyday to fulfill their needs, their parents no longer have control over the needs of students of college that living in the boarding house. Behavioral tendencies of students away from their parent is arises the consumptive behavior:

Consumer behavior is a phenomenon that happens to many people's lives. It becomes interesting to studying because remembering that many consumer behaviors occurred among students of college who actually do not have the financial ability to fulfill its needs. Students of college are often used as a target industry, marketing a wide range of products, because their characteristics are unstable, specific and easily influenced and eventually to a wide variety of indication in purchasing behavior that is not proper. Buying in this case is no longer done because the product is indeed needed, but they buy for the other reasons such as just following the flow mode, to try new things or to gain social obtain and so on.

Nowaday, is the era where people buy things not because of the usefulness but because of the lifestyle for the sake of an image that is directed and shaped by advertising and fashion on television, soap opera shows, infotainment, potential competition star, celebrity lifestyle, and so on. When the force becomes everything and everything is a style, then the appearance of

labor and self-image is also included in the consumer game. (Chaney, 2009: 15-19).

It is true for teenagers. Adolescence is a developmental transition between childhoods to adulthood. It was the period in which the human person is undergoing such rapid development, physically, psychologically and socially. Adolescents are also entering the stage where it had been wiser and more capable of making their own decisions. (Monks et al, 1991: 218). As seen in adolescents who are still in school, they have their own choices about what to do with the money and decide what products he wanted to buy.

Teen in dress, hair style, behavior, consumer behavior and enjoyment of certain things has its own characteristics. (Monks et al, 1991: 234). Students and teenagers trying to show something about appearance and pay attention to include the assessment of others against them, so they try to consumptive the branded products.

## CHAPTER III

### ANALYSIS

To get the idea about the major consumer of Pizza Hut, from point of view of sex, occupation, income and other relevant aspects related to the consumers of Pizza Hut the researcher made a survey through questionnaire, which were distributed to Pizza Hut consumers. The data gathered through these questionnaire are described below:

#### A. Description of Data

##### 1. Data taken from questionnaires

In a study that aims to discuss popular culture of the people of Indonesia related to the reasons people eat fast food (Pizza Hut), I determined the factors that affect the local customers in eating Pizza Hut, conducted by questionnaire and interview methods. In this study questionnaires were distributed to 61 respondents who were sampled in this study. These questionnaires were distributed at Pizza Hut Restaurant Solo Jl. Slamet Riyadi 360. From the results of the questionnaire the result of the questionnaires from 61 respondents are described as follows,

## 1. Characteristics of Respondents by Sex

Distribution of respondents by sex in this study in detail can be seen in the table below.

Table III.1.

Characteristics of Respondents by Sex Description

Sex	Frequency	%
Male	16	26,41%
Female	45	73,59%
Total	61	100%

Source: Main data processing, July 2011.

Based on the above table III.1, it is known that of 61 respondents in this study 16 respondents (26,41%) were male and 45 respondents (73,59%) were female. Thus it can be seen that most of the respondents in this study were female.

## 2. Characteristics of Respondents According to Occupation

Distribution of respondents based on status in this study in detail can be seen in the table below.

Table III.2.

Characteristics of Respondents According to Occupation

Occupation	Frequency	%
University student	16	25,41%
White collar worker/Official worker	15	25,41%

Teenager/Student	20	32,79%
Mother housewives	10	16,39%
Total	61	100%

Source: Main data processing, July 2011.

Based on the table III.2 above, it is known that of 61 respondents in this study 16 respondents (25.41%) are university students, 15 respondents (25.41%) are employees, 20 respondents (32.79%) are teenagers / school children and 10 respondents (16.39%) are mother housewives. Thus it can be seen that most of the respondents in this study are university students and youth / school children.

### 3. Characteristics of Respondents According to the Income / Allowance

Distribution of respondents based on income in this study in detail can be seen in the table below.

Table III.3.

#### Characteristics of Respondents According to the Income / Allowance

Income / Allowance	Frequency	%
500.000-700.000	20	32,79%
800.000-1.400.000	16	25,41%
1.500.000-4.500.000	15	25,41%
5.000.000-10.000.000	10	16,39%
Total	61	100%

Source: Main data processing, July 2011.

Based on the table III.3 above, it is known that of 61 respondents in this study, there are 20 respondents (32.79%) with allowance of Rp. 500,000 to Rp. 700,000 and they are teens and school children; there are 16 respondents (25,41%) with allowance of Rp. 800,000 to Rp. 1.4 million and they are university students, there were 15 respondents (25,41%) with income between Rp. 1.5 million to Rp. 4.5 million and they are officials and employees, and there were 10 respondents (16.39%) with income between Rp. 5 million to Rp. 10,000,000 and they consists of housewives. Thus it can be seen that most of the respondents in this study are university students who have money incomes of Rp. 800.000,00 to Rp. 1.4 million and teenagers or a school children that has an allowance Rp. 500,000 to Rp. 700,000.

With regard to factors that affects the respondents in eating at Pizza Hut, the respondents' response to factor such as price, product, serving and purchase desicion are also collected in this research. The respondents' response toward these factors are described in the following:

### **1. Respondents Response toward Price Factor**

#### **a. Pizza Hut Price Response**

Statement: *"Harga Pizza Hut terjangkau oleh kantung saya/relatif murah"*

Of the 61 respondents, in fact the majority of respondense 70% agree that the price of the food at Pizza Hut is expensive, and 11% agree that it is not expensive, while the other 19% views it as neutral. It is can be seen in the table below:

Table III.4.

## Pizza Hut Price Response of Respondents

Response	Frequency	%
Totally Agree	1	1%
Agree	6	10%
Neutral	12	19%
Disagree	43	70%
Total	61	100%

Source: Main data processing, July 2011.

b. Suitability of Price and Food Quality

Statement: *“Harga Pizza Hut sesuai dengan kualitas makanan (bahan-bahan bermutu dan sehat)”*

Of the 61 respondents, in fact the majority of respondents 90% agree that the price of the food at Pizza Hut is suitable with the food quality, and 5% agree that it is not suitable, while the other 5% views it as neutral. To the statement of *“Harga Pizza Hut sesuai dengan kualitas makanan (bahan-bahan bermutu dan sehat)”*, respondent agreed that the price of food is reasonable in relation to the quality of the food, which means that the price is reasonable because the food has good quality. It is can be seen in the table below:

Table III.5.  
Suitability Price with Food Quality Response of Respondent

Response	Frequency	%
Totally Agree	18	30%
Agree	37	60%
Neutral	3	5%
Disagree	3	5%
Total	61	100%

Source: Main data processing, July 2011.

c. Suitability of Price and Facilities and Services

Statement: *“Harga Pizza Hut sesuai dengan fasilitas dan pelayanan yang diberikan”*

It is known that 61 respondents in this study there are 70% respondents who strongly agreed that the price of Pizza Hut is in accordance with the facilities and services they received. There are 10% respondents who do not agree that the price of Pizza Hut is reasonable with the facilities and services. This can be seen that most respondents considered that the price of Pizza Hut is acceptable due to good facilities and services. It is can be seen in the table below:



Table III.6.  
Suitability of Price and Facilities and Services Response of  
Respondents

Response	Frequency	%
Totally Agree	12	20%
Agree	31	50%
Neutral	12	20%
Disagree	6	10%
Total	61	100%

Source: Main data processing, July 2011.

d. Price as Main Consideration in Buying Pizza

Statement: *“Faktor harga menjadi pertimbangan utama dalam membeli di Pizza Hut”*

It is known that 61 respondents in this study there are % respondents who strongly agreed that the price is the primary consideration in purchase at Pizza Hut. There are 25% respondents who disagree that the price is a major consideration in the purchase at Pizza Hut. This can be seen that most respondents rated agree that the price is not a major consideration in purchase at Pizza Hut. So, eventhough it is expensive they still want to buy it. It is can be seen in the table below:

Table III.7.

Respondents' response toward price as main consideration in buying pizza

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	9	15%
Agree	15	24%
Neutral	22	36%
Disagree	15	25%
Total	61	100%

Source: Main data processing, July 2011.

## 2. Respondents Response toward Product Factor

### a. Menu Options at Pizza Hut

Statement: *"Pizza Hut menawarkan banyak pilihan menu"*

It is known that 61 respondents in this study there are 60% respondents who strongly agreed that Pizza Hut has lots of choice for the menu. There are 10% respondents who disagree that Pizza Hut has lots of choice for the menu. This can be seen that most respondents rated agree that Pizza Hut has lots of menu options. It is can be seen in the table below:

Table III.8.

Respondents's response toward menu option at Pizza Hut

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	12	20%
Agree	24	40%
Neutral	18	30%
Disagree	6	10%
Total	61	100%

Source: Main data processing, July 2011.

### b. Packaging

Statement: “*Produk-produk Pizza Hut dikemas dalam bentuk yang bagus dan menarik*”

It is known that 61 respondents in this study there are 80% respondents who strongly agreed that the existing product packaging at Pizza Hut is good and attractive. There are 10% respondents who disagree that packaging at Pizza Hut is good and attractive. This can be seen that most respondents considered that the product packaging at Pizza Hut is good and attractive. It is can be seen in the table below:

Table III.9.

Respondents' response toward packaging

Response	Frequency	%
Totally Agree	24	40%
Agree	24	40%
Neutral	6	10%
Disagree	6	10%
Total	61	100%

Source: Main data processing, July 2011.

### c. Respondents Satisfaction of Taste toward Menu/Packages

Statement: “*Menu/paket yang ditawarkan Pizza Hut memenuhi selera/lidah*”

It is known that 61 respondents in this study there are 75% respondents who strongly agreed that the menu/packages at Pizza Hut is suitable to taste of respondents. There are only 5% respondents who disagree

that the menu/packages at Pizza Hut is suitable to taste of respondents. This can be seen that most respondents considered that the menu/packages at Pizza Hut is suitable to satisfaction of taste of respondents. It is mean that the taste of food are acceptable, like and palatable by the most of respondents. It is can be seen in the table below:

Table III.10.  
Respondents Satisfaction of Taste toward Menu/Packages

Response	Frequency	%
Totally Agree	21	35%
Agree	24	40%
Neutral	12	20%
Disagree	3	5%
Total	61	100%

Source: Main data processing, July 2011

#### d. Products as Major Consideration in Buying Pizza Hut

Statement: “*Faktor produk menjadi pertimbangan utama dalam membeli Pizza Hut*”

It is known that 61 respondents in this study there are 45% respondents who strongly agree that the product is the main consideration in buying pizza. There are 15% respondents who disagree that the product is the main consideration in buying pizza. And 40% respondents are neutral. This can be seen that most respondents considered that the product is the main consideration in buying pizza. It is can be seen in the table below:

Table III.11.

Respondents' response toward product as main consideration in buying at Pizza Hut

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	12	20%
Agree	15	25%
Neutral	24	40%
Disagree	9	15%
Total	61	100%

Source: Main data processing, July 2011

### 3. Respondents Response toward Serving Factor

#### a. The Service in Pizza Hut is Fast and Gratifying

Statement: "*Pelayanan Pizza Hut menyenangkan, cepat dalam penyajian*"

It is known that of 61 respondents in this study there are 80% respondents who had strongly agree that the serving in the Pizza Hut restaurant are fast and gratifying. There are only 5% respondents who disagree that the serving factor in Pizza Hut restaurant is good. This can be seen that most respondents considered that the serving factor in Pizza Hut restaurant is a priority. It can be seen in the table below:

Table III.12.

Respondents' response to the service in Pizza Hut is fast and gratifying

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	18	30%
Agree	31	50%

Neutral	9	15%
Disagree	3	5%
Total	61	100%

Source: Main data processing, July 2011

b. Employees' performance at Pizza Hut is Attractive

Statement: *"Pelayanan Pizza Hut didukung penampilan karyawan yang rapi, ramah dan selalu siap membantu"*

It is known that of 61 respondents in this study there are 73% respondents who had strongly agree that the employees' performance at Pizza Hut is attractive. There are only 5% respondents who disagree that the employees' performance at Pizza Hut is attractive. This can be seen that most respondents considered that the employees' performance at Pizza Hut is attractive toward their consumer. It can be seen in the table below:

Table III.13.

Respondents' response to the employees' performance is attractive

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	15	25%
Agree	29	48%
Neutral	13	22%
Disagree	3	5%
Total	61	100%

Source: Main data processing, July 2011

c. The atmosphere and the Hygiene

Statement: *“Tercipta suasana dengan kebersihan yang selalu terjaga”*

It is known that of 61 respondents in this study there are 80% respondents who had strongly agree that the atmosphere and the hygiene at Pizza Hut is always cleanliness. There are only 5% respondents who disagree that the atmosphere and the hygiene at Pizza Hut is always cleanliness. This can be seen that most respondents considered that there is another setting in the Pizza Hut is fun because it always kept clean. It can be seen in the table below:

Table III.14.

Respondents' response toward the atmosphere and the hygiene at Pizza Hut

Response	Frequency	%
Totally Agree	21	35%
Agree	27	45%
Neutral	9	15%
Disagree	3	5%
Total	61	100%

Source: Main data processing, July 2011

d. Service as a Major Consideration in Buying Pizza Hut

Statement: *“Faktor pelayanan menjadi pertimbangan utama dalam membeli Pizza Hut”*

It is known that of 61 respondents in this study there are 80% respondents who had strongly agree that the service is the main consideration

*commit to user*

in buying at Pizza Hut. There are 10% respondents who disagree that the service is the main consideration in buying at Pizza Hut. This can be seen that most respondents considered that the service is a primary consideration in buying at Pizza Hut. It can be seen in the table below:

Table III.15.  
Respondents' response toward service as major consideration in buying Pizza Hut

Agreing	Frequency	%
Totally Agree	18	30%
Agree	31	50%
Neutral	6	10%
Disagree	6	10%
Total	61	100%

Source: Main data processing, July 2011

#### 4. Respondents Response toward Purchase Decision

##### a. Purchase on the basis of Needs

Statement: *"Saya memutuskan membeli di Pizza Hut karena adanya kebutuhan"*

It is known that of 61 respondents in this study there are 40% respondents who had strongly agree that they purchasing decision at Pizza Hut is based on needs. There are 40% respondents who disagree that they purchasing decision at Pizza Hut is based on needs. This can be seen that respondents considered that they purchasing decision at Pizza Hut not due to on the basis of primary needs. It can be seen in the table below:

*commit to user*



Table III.16.

Respondents' reponse toward purchasing decision based on needs

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	6	10%
Agree	18	30%
Neutral	12	20%
Disagree	25	40%
Total	61	100%

Source: Main data processing, July 2011

b. Purchase on the basis of information

Statement: *"Sebelum saya membeli saya mencari informasi dari sumber-sumber yang ada (iklan, brosur, internet, spanduk, dll)"*

It is known that of 61 respondents in this study there are 45% respondents who had strongly agree that they purchasing decision at Pizza Hut on the basis of the information. There are 5% respondents who disagree that they purchasing decision at Pizza Hut on the basis of the information. This can be seen that respondents considered that they purchasing decision at Pizza Hut is due to on the basis of information. It can be seen in the table below:

Table III.17.

Respondents' response toward purchasing decisions based on information

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	15	25%
Agree	12	20%
Neutral	31	50%

Disagree	3	5%
Total	61	100%

Source: Main data processing, July 2011

c. Purchase on the basis of comparisons to other products

Statement: *“Sebelum membeli saya melakukan perbandingan dan seleksi terhadap berbagai alternatif rumah makan yang lain”*

It is known that of 61 respondents in this study there are 35% respondents who had agree that they purchasing decision at Pizza Hut on the basis of comparison to other products. There are 50% respondents who disagree that they purchasing decision at Pizza Hut on the basis of the comparison to other products. This can be seen that respondents considered that they purchasing decision at Pizza Hut is not due to on the basis of comparison to other products. It can be seen in the table below:

Table III.18.

Respondents' response toward purchasing decision on the basis of comparisons to other products

<b>Response</b>	<b>Frequency</b>	<b>%</b>
Totally Agree	9	15%
Agree	12	20%
Neutral	34	55%
Disagree	6	10%
Total	61	100%

Source: Main data processing, July 2011

d. Willingness to Purchase More

Statement: “*Saya melakukan evaluasi setelah saya membeli di Pizza Hut apakah akan datang lagi atau tidak*”

It is known that of 61 respondents in this study there are 35% respondents who had agree that they response to buy again at Pizza Hut. There are 55% respondents who neutral that they want to buy again at Pizza Hut. This can be seen that most respondents doubted that they want to buy again at Pizza Hut. It can be seen in the table below:

Table III.19.

Respondents' response toward willingness to buy more products at Pizza Hut

Response	Frequency	%
Totally Agree	9	15%
Agree	12	20%
Neutral	34	55%
Disagree	6	10%
Total	61	100%

Source: Main data processing, July

## 2. Data taken from depth interview

Here is the general characteristic of the informants from different backgrounds and incomes in the study taken by purposive sampling. The informants taken are deemed to know the information that required in this study. All of these informants are customers who frequently eat at Pizza Hut. Informants consisted of eight informants, namely:

1. *Informants Ag, 19-year-old woman, student, originally from Yogyakarta, the second of two brothers. His father and his mother worked as an elementary school teacher. Ag lived in Surakarta with boarding address at Jl. Surya, Surakarta, with an average allowance of Rp. 750.000,00 per month. Ag is fashionable, has a high taste for fashion.*
2. *Informants Ar, 19-year-old woman, a student, came from Ngawi, the second of three brothers. Her father and mother worked as a Civil Servant Officer (PNS). Ar lived in Surakarta with boarding address at Jl. Surya, Surakarta, with an average allowance of Rp. 700.000,00 per month. Ar seem simple but have an interest in culinary.*
3. *Informant B, male aged 28 years, working as a private bank employee, from Surabaya, the first child of two brothers. His father worked as a retired PLN officer. B income of Rp. 3.000.000,00 per month. B is an adult male who has a simple style, classy, and interested to automotive and gadgets.*
4. *Informant E, 17-year-old female, high school students, from Surakarta, the second of two brothers. Her father and her mother worked as entrepreneur. E*

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*received an average allowance of Rp. 100.000,00 each week. E is talkative and likes to show off. But she was cheerful and humorous person. She likes fashion and style.*

5. *Informants M, 34-year-old female, housewife had two sons who are still in junior high and elementary schools, derived from Surakarta, the third of three brothers. Her husband worked as an entrepreneur, with an average income of Rp. 7.500.000,00 per month. M is a housewife. M has two sons and M has a great taste in fashion and culinary.*

6. *Informant My, 19-year-old woman, student, comes from Surakarta, the third of three brothers. Her father and her mother worked as a Civil Servant Officer (PNS) .My has average allowance of Rp. 700.000,00 per month. My is a humorous and clever in the mix of fashion.*

7. *Informants T, 17-year-old female, high school students, coming from Surakarta, the second of two brothers. Her father worked as a policeman. T received an average allowance of Rp. 100.000,00 each week. T loves gadgets and modern lifestyle.*

8. *Informants Y, 25-year-old woman, an employee of the private banks, come from Sukoharjo, a youngest child of four children. Her father worked as an entrepreneur. Y has income Rp. 2.000.000,00 per month. Y is a perfectionist in selecting goods.*

The chart below shows the informants profile based on sex, income, status and place of origin:

Informants name	Sex	Income/month	Status	Place of Origin
Ag	Female	Rp. 750.000,00	College Student	Yogyakarta
Ar	Female	Rp. 700.000,00	College Student	Ngawi
B	Male	Rp. 3.000.000,00	Bank Employee	Surabaya
E	Female	Rp. 100.000,00/ week	Student of Senior High School	Surakarta
M	Female	Rp. 7.500.000,00	Wife of an entrepreneur	Surakarta
My	Female	Rp. 700.000,00	College Student	Surakarta
T	Female	Rp. 100.000,00/ week	Student of Senior High School	Surakarta
Y	Female	Rp. 2.500.000,00	Bank Employee	Sukoharjo

Source: Primary Data

## B. Analysis

### 1. The reasons consuming Pizza Hut

#### a. Desire

Desire is one of the underlying causes of the birth of a person's behavior; in this case, the reason for someone to eat at Pizza Hut. "Desire is different from the needs, desires are not essentially based on a need, but it leads to a sense of want to have or consume a product or service". (Gidden on Chaney, 2009).

The desire often arises when someone gets influenced by other individuals. For example, at first, someone had no desire to shop, but because of being influenced by other person, someone would be following his or her friend to shop. This is called as consumer behavior. The strongest desire at any certain time or moment will be the driver or motivator that drives a person to behave towards the achievement of goals. Thus attitude for wanting to have something outside the basic need, will determine consumer's behavior.

Desire becomes the reason for someone to decide to buy at Pizza Hut regardless of basic needs. This is as seen in the results of the questionnaire that was distributed on Pizza Hut customers. In response to the statement: "*Saya memutuskan membeli di Pizza Hut karena adanya*

*kebutuhan*". 40% of the respondent shows that they disagree to the statement that they buy at Pizza Hut based on basic needs.

Desire also arises when some respondents were on leisure time or just hangout with her or his friend. This is as seen in the interviews with informants E in which she states that: "*Pas waktu luang timbul keinginan untuk sekedar jalan-jalan bersama teman, waktu itu pasti timbul keinginan untuk makan juga, dan biasanya kita memilih makan di restoran fast food pengen pas ada diskon di iklan*". (Interview dated June 11, 2011). It shows that respondents initially aimed at leisure, but when the respondent's desire to consume fast food, she would buy fast food to eat. And the respondent is also interested in the sale that was given by Pizza Hut restaurant.

It is almost the same as informant Ag in which she states that: "*Gak pasti mbak, kalau lagi jalan...kan aku pelanggan Pizza Hut, jadi rasa kepingin itu ada aja*". Ag said, she did not know exactly how often she ate at Pizza Hut, when she went hangout, and then the desire arised, she would be buying food at Pizza Hut. In addition of this accidental desire, she is actually a Pizza Hut customers, so she will continue to eating at Pizza Hut as long as she wants.

From the interviews with informant Ar about whether eating at Pizza Hut is a need, the respondent stated: "*Gak pasti mbak. Kalau ada uang saku lebih dan traktiran tentunya akan sering makan di Pizza Hut,*

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*tetapi kadang kalau kepingin gitu aku juga beli "*. Of Ar statement, she said that she would not eat at Pizza Hut, whenever she does not have much money, and does not get a treat by someone else. But, when she wants to eat at Pizza Hut, she is willingly eating at Pizza Hut without taking into account other reasons for her to indulge her desire.

From of all the results above, it appears that the desire is the cause of the underlying consumer behavior. Fulfillment of individual needs is generally carried out based on the level of priority. If the basic needs are fulfilled first, then the individual will try to fullfilled the other basic needs. But sometimes in the fulfillment of basic needs, a person behaves excessively. So that, what is consumed is not based on needs but depend on individual desire. As it is the case with Pizza Hut consumers, consumption fast food is not based on basic needs, but the desire.

#### b. Affordability

In this case, a person's income will affect the amount of his or her's expenditure. Most of the Pizza Hut consumers have enough income, above the average, that is Rp. 2.500.000 - Rp. 7.500.000/month.

From the result of questionnaire, on the statement, "*Harga Pizza Hut terjangkau oleh kantung saya/relatif murah*", about 70% of the respondents do not agree that the price is affordable. But regarding the statement of "*Harga Pizza Hut sesuai dengan kualitas makanana (bahan-*

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*bahan bermutu dan sehat*)”, significant results is obtained 90% agree that the price is reasonable, considering the quality of the food, and 70% of consumers agree with the statement, “*Harga Pizza Hut sesuai dengan fasilitas dan pelayanan yang diberikan*”. It seems that, in terms of price at first they objected, but after they feel and consider other reasons related to the quality, quantity, taste and the facilities they agree that the price offered was reasonable.

As seen in the interview about the price at Pizza Hut, whether consumers objected to the price offered, informant B said, “*Harganya relatif murah bagi saya kalau lihat menu yang dijamin kelezatannya*”. Informant B is a private bank employee who has an income of three million per month. Informant Y also did object, she said, “*Tidak ya. Menurut saya harganya sudah pas. Kalau disamakan dengan menu dan pelayanannya*”. Informant M, who is a wife of an entrepreneur who had income seven and a half million per month said that, “*Tidak, saya tidak keberatan masalah harga disana. Karena memang pas ya kalau dipikirkan dengan menu yang komplit itu*”. This indicates that for the middle class until upper middle class, prices at Pizza Hut are affordable for them.

They think that the price at Pizza Hut is affordable and is not a problem for their consumption. Of course they talk like that because it deserves the product served at Pizza Hut. They agree that Pizza Hut

prices ranging from tens of thousands to hundreds of thousands rupiah is reasonable when considering the quality of the product. Consumers in Pizza Hut are aware of the cost of production, quality, quantity and taste at the time they are enjoying the product of Pizza Hut, so they can say that the price at Pizza Hut is reasonable for them. Family or individual who have a substantial income will be followed by greater expenditure, because essentially human needs are unlimited, so they always and always try to satisfy their desires.

From the results of this study, it is also found that teenagers or college students who do not have incomes also consume fast food at Pizza Hut. It is certainly not a coincidence, because they have their own reasons about the price. In their views, the price offered is in accordance with the lifestyle value. As shown in the interview with informants T, who still listed as a high school student, she said that, "*Keberatan sih gak juga, kalau cuma buat bayarin diri sendiri. Aku juga suka bangga dan gengsi kalau makan di restoran fast food itu gimana gitu dibandingin yang lain*" And informant Ar who said, "*Sebenarnya ya itu tadi, gak terlalu sering makan disitu jadi ya gak keberatan dan memang suatu kebanggaan dan gengsi juga mbak, anak muda dan gaul gitu lho makan makanan fast food yang terkenal*". And also informan Ag who said that, "*Tidak keberatan dengan harga. Karena sesuai dengan sajiannya juga. Ya memang suatu kebanggaan juga kalau makan di restoran fast food gitu*".

Family and economic factors are the factors that most influence the consumer behavior of teenagers and college students. Allowance provided by parents will depend on the income of the parents themselves and distribution of pocket money without self-control, resulting in the emergence of consumer behavior.

c. Product

Product is the important reason to attracting consumers. The delicious product that offered by the producer, it will be attracting the consumer appeal. The product that offered should be variated, so the consumers will enjoy to choose the meal or drink that they like. Thus product can be described "The product is a complex trait that both palpable and intangible, including wrappers, color, price, prestige companies and retailers, service companies and retailers, received by the buyer to satisfy the wants and needs". (Swastha, 2000: 29).

Product is main subject from the consumer to consume something. Also, the product will change the consumer behavior. According to Sumarwan, 2003: 32: "Several factors help determine whether a product is considered new products. Perhaps most important here is the extent to which it is changing consumer behavior. Products that fail to change consumer behavior or lifestyle cannot be described as an innovative

product, while the cause of consumers engaged in lifestyle patterns of a totally new highly innovative clear”.

From the results of a questionnaire about the statement: “*Pelayanan Pizza Hut menyenangkan, cepat dalam penyajian*” and “*Pelayanan Pizza Hut didukung penampilan karyawan yang rapi, ramah dan selalu siap membantu*” and “*Tercipta suasana dengan kebersihan yang selalu terjaga*”, 80% of respondents said they agree on the three of questions above. This suggests that respondents are satisfied with the products offered and supported by various facilities and services that have been served by Pizza Hut restaurant.

From the research, it is known that consumers agree that Pizza Hut restaurant offer a varied menu. Pizza Hut offers a variety of dishes that have been adapted to the tongue of the people in Indonesia. As seen in interview with Pizza Hut manager, who said that, “*Sebagian dalam menu Pizza Hut ada yang dikurangi kadar rasanya supaya tidak terlalu menyengat. Misalnya dalam penggunaan saos tabasco, saos tomat, paprika dan oregano*”. Such as pizza, pasta, rice, salad and spaghetti, as we know that, the people of Indonesia tend to like foods that are not too sour.

It was approved by four informants: M, My, Y, and Ag who’s said: “*Sesuai rasanya gak terlalu menyengat. Tapi masih ada rasa manisnya khas Indonesia*” (respondent M).

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*memang menunya sudah diubah sesuai selera.”* (respondent My). *"Ya memang sudah sesuai dengan lidah orang Indonesia menu yang ditawarkan itu"* (respondent Y) and *"Sesuai rasanya tidak tajam dan enak pokoknya”* (respondent Ag).

Basically, Pizza from the west (country of origin) has a flavor that is quite sour with lots of sauce used in making pizza topping. However, Pizza Hut here has been processed and adapted to the tongue of the Indonesian people, by slightly altering the flavor, so that Pizza Hut products can meet the tastes of the consumer products here. As many as 75% of respondents also agree that the menu / packages offered to meet the taste / tongue.

Other than taste, the reason of consumers to eat at Pizza Hut are, the service provided from kind and hospitable employess at Pizza Hut restaurant, and the hygiene facilities, and also a pleasant atmosphere obtained at the time they eat at Pizza Hut. Informants T responded on the menu and the service said, *"... senang banget karena suka makan disitu dan cepat juga pelayanannya, nyaman tempatnya"*. Informant Ar also said that *"... menunya enak, sajiannya bersih dan pelayanannya ramah dan cepat"*. Facilities and products are important reason for consumers to create consumer behavior; they are very concerned about those two things.

Also, the fact shows the Pizza Hut product packaging, and the dish of food offered to consumer that looks interesting and good is another reason, it is a value-added in the acceptance of the product. From the results of the questionnaire on the packaging, "*Produk-produk di Pizza Hut dikemas dalam bentuk yang menarik dan bagus*" as much as 80% agree that the packaging and the dish of food at Pizza Hut attract them. In usually, people would be interested in a package that looks different from others. Pizza Hut has had a distinctive packaging, hexagon shaped so as to make it different from others, and indirectly it creates a wrapper 'icons' of Pizza Hut.

## 2. The factors that influences Indonesian customers to consume fast food (Pizza Hut)

### a. Media Information

Usually, if we could see a new trend that is visible from the appearance of advertising products or there we will see where the latest trends and usually advertising will attract consumers to buy a product on display. So from that, the manufacturer will be able to attract customers through advertising. Advertising does not only connect and bring together the interests of producers and consumers through the supply of information conveyed, but also warn, influence, and persuade consumers to use products that are offered.

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Pizza Hut also offers a menu through advertisement. Through television and official website, [www.pizzahutindonesia.com](http://www.pizzahutindonesia.com). The official website of Pizza Hut, provided for consumers information about Pizza Hut and advertisement for existing products. With the advertisement, the people of Indonesia are expected to be interested in buying the product at PizzaHut.

The data from the questionnaires that states: "*Sebelum saya membeli saya mencari informasi dari sumber-sumber yang ada (iklan, brosur, internet, spanduk, dll)*". Shows that, 45% of respondents agreed that they buy Pizza Hut because of the information. Advertising proved to be a big influence in affecting a person to buy a product at Pizza Hut. Thus statement respont to the view according to Chaney, 2009: 19 "advertising thus becomes a channel of human desires as well as the channel of discourse about consumerism and lifestyle".

Some informants in this study, for example, suggests that advertising play an inimportant role in influencing them to buy the product at Pizza Hut. According to informants E, advertisement make E wants to buy food at Pizza Hut. "*Iya, iklan di televisi itu membuat aku pengen makan di Pizza Hut terus, apalagi kalau murah*". Informant B has similar opinion, "*Saya kira efektif. Iklan itu sangat penting untuk mempengaruhi seseorang untuk membeli produk. Iklan di Pizza Hut di televisi cukup membuat saya tertarik untuk membeli.*" The two statements

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were proved that the presence of advertisements on television can attract people to buy the product at Pizza Hut. But advertising is not only through the electronic media, advertising or promotion could be through friends and influence from people by mouth to mouth that makes people interested and want to buy the product. As seen in informant My who said, *“Iya, promosi dari teman yang biasanya suka makan di Pizza Hut”*. Apparently, the effect of a promotion or recommendation of other people also can make people interested in purchasing.

Pizza Hut consumers consist of various people: old, young, men, women, children, adolescents, and adults. “Adolescents are usually easily seduced by advertising, tend to go along with friends, often unrealistic and are likely wasteful in the use of the money” (Tambunan, 2001:102). Informant Ag respond to that view: *“Pasti mbak, iklan itu sumber keinginan. Pasti pingin kalau ada menu yang diiklankan itu kelihatannya enak”*. Ag said the advertising was the source of desire. She still considered to be a teenager who is always easy to be seduced via advertising, and advertising in the Pizza Hut has successfully made Ag interested. Informant T who has similiar opinion said, *“Iya kak, tertarik banget kalau pas ada iklannya di televisi”*. T is also easily influenced by advertising on television.

Similarly informants M also said, *“Anak-anak itu yang tertarik, selalu tahu kalau ada menu baru gitu mbak”*. M is a housewife who has

two sons, who were still in school as high school and elementary school students. M said that both his son who always knew about the new menu at Pizza Hut. This suggests that “adolescents and children who tend to be a great curiosity and was susceptible advertising, making them perform consumer behavior that is beneficial to the producer (Pizza Hut)” (Chaney, 2009: 19).

b. American Values and Culture

Values can be described as the personal belief which is not necessarily concern about what is good and what is bad. Values influence people's choices and behavior. “The need and desire of the producers of popular culture to reflect audience beliefs and values in order to ensure that their product will be accepted by the masses, and the uncertainty involved in defining the precise nature of this zeitgeist at any particular time.” (Jack Nachbar and Kevin Lause, 1992: 6).

Meanwhile in society, values represent the qualities that a group of people believe are essential in maintaining their way of life. Fast food existence and its popularity in American society show that fast food has already become a part of American life. Moreover, the emergence of fast food has influenced the previous eating culture. Furthermore, the reflected values about hygienic, practical, lifestyle and prestige from fast food will be discussed below.

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a. Ease and Practicality

First of all, the values in American fast food service reflects ease and practicality. As mentioned earlier, the tendency to eat quickly and on the way to work becomes factor that influence American people's choice, when deciding what to eat. For some reasons workers, students, travelers, people on vacation, sports and so on choose something that is easy and convenient. And fast food industry give choice for that eating pattern.

To fill the customer needs, fast food restaurants improve their service. Fast service is the main answer. In their service, "fast" is the style that dominated fast food service. A recent enhancement in fast food service is the delivery service to houses. The application of fast food value can be seen in how easy and practical is the service. It is also strengthened by the response for the statement: "*Pelayanan Pizza Hut menyenangkan, cepat dalam penyajian*", as much as 80% of respondents agree to the statement that Pizza hut is relatively fast in giving service.

Informants B who stated that the service: "*Praktis. Karena pelayanannya praktis, cepat dan menghemat waktu istirahat*". B is known as one of the employees in the private bank. When he chose to eat at fast food restaurants, a factor which he considered was time. He chose to eat at Pizza Hut because it can save time because the service

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is fast and practical. Also as said by informants Y, B co-worker said: *“Kenyang dan praktis. Praktis karena pelayanannya cepat, gak butuh banyak waktu karena jam istirahat juga singkat”*. The time factors influence them to choose to eat at fast food restaurant because of its fast, easy, and practical services.

According to Muller William at *American Are Eating Better?:*

In the modern era, when Americans have to work hard to survive in the world, reliance on simple and practical food becomes more powerful and can only be found in restaurants. Once they get home from work they were too tired to prepare food and cook. In this condition, the needs of a fast food restaurant become almost inevitable. American way in the face of fast food with reference to the ease and practicality shows that Americans have emphasized the functional preferences in choosing something. As in choosing fast food, the main reason why they eat is because they are hungry. Someone went to a restaurant because he was hungry. What he needs in the activity of eating only the hands and mouth. Even without, knives forks spoons, and dishes prepared on the table, eating can occur anywhere and anytime. Fast food fits with this condition.

Respondent at Pizza Hut also agree to that statement. They choose Pizza Hut because it was ease and practicality as same as American people choose to eat at fast food. The American people ways to eat also influenced in our society. Similarly, informant Ar, E and T, when asked why they choose to eat at Pizza Hut also asserted that the fast service is the main reason, it was approved by three informants: Ar, E and T who's said: *"Dua-duanya mbak. Menunya enak, sajiannya*

*bersih dan pelayanannya ramah dan cepat "*. (Respondent Ar). *"Iya, menunya enak dan cepat pelayananny"*. (Respondent E). And *"... cepat juga pelayanannya"*. (Respondent T).

The above three informants were teenagers, but they are also concerned about the fast service. They liked the fast service because a young person has a little patience to wait for long, so they choose to eat fast food restaurant because of the quick service of the dish.

The value brought by the fast food culture in America is ease and practicality, in turn also affects the situation in Indonesia society. It was easier, faster and more convenient to eat at fast food restaurant are the reasons that consumers choose fast food. Without being bothered by cooking, consumers can enjoy quick and practical the dish. In addition consumers can enjoy meal freely and there are a lot of fun facilities. As said by the informant M, *"Senang pastinya mbak, bisa berkumpul dan makan bersama keluarga secara praktis dan gak ribet masak dirumah"*. M said so because she was a housewife who daily takes care of housework, children and husband. She feels cooking is an exhausting job. She wanted a comfortable atmosphere while eating with the family and gets together without the hassle of cooking the meal first. The choice fell on fast food restaurant because of the practical and enjoyable facilities.

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## b. Prestige and Lifestyle

In their home country, America, “fast food restaurants are categorized as ‘junk food’ restaurant”, (Eric Shclosser, 2001: 15) while in Indonesia they are icons of prestige. As it is mentioned in the previous subject, the Americans have developed modern lifestyle. So they prefer everything modern and fast-paced, without regard to the nutritional content of fast food they eat it. But situations like this are turned upside down on in Indonesia.

“The proliferation of fast-food restaurant in Indonesia since 1980 has captured the public interest. Fast food restaurants that maintain the cleanliness, quality, and standard recipes have brought great comfort to consumers” (Hadad, 1997:7). It is no surprise that the restaurant has become a preferred lunch for students from primary school to university. Fast food restaurants are also a popular family recreation arena on Sunday. Almost all of them now provide play facilities for children. Lack of public spaces and parks in the cities of Indonesia caused the parents to bring their children to play at fast food restaurants that carry the concept of eating while you play. It is no longer just a place where the restaurant to fill the stomach, but they are status symbols that make their customers feel proud of the way "modern lifestyle" them.

As said by informant Y when asked about her views on fast food, Y says “*Makanan fast food itu bagi sebagian orang merupakan gengsi dan rasa bangga bila sudah makan disitu*”. E also said of the fast food “*Makanan fast food itu enak banget, bersih dan bergengsi*”. Clearly their intent to eat at fast food restaurant to is to be well-fed. They also bring their own feelings when they eat at fast food restaurants, they call it as pride. They get the prestige after they ate at fast food restaurants. Because they consider eating at fast food restaurant was among those who have sufficient financial. Like the opinion of informants T that says “*Fast food itu mahal, tapi sesuai dengan rasanya yang enak dan setelah makan di restoran gitu rasanya puas dan berkelas karena kebanyakan orang yang masuk di restoran kan kalangan menengah keatas*”.

Communities in Indonesia, who generally have a regular income, may not be able to consume fast food restaurant such as Pizza Hut. Eating at Pizza Hut may create an impression that the person who could eat at fast food, is a kind of person who has a good income. The modern lifestyles that are likely adopted from the United States, create a perception that fast food is modern. Lifestyle here, that is defined differently in each individual human being, especially the teenagers, who tend to be easily influenced by hedonism, will be easily affected by the environment without knowing the impact. According to

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informants E says “*Kepuasan jika makan di restoran fast food karena makan di restoran mahal, gaya-gayaan gitu....kan kalau anak sekolahan belum tentu semua bisa makan disini.*”. Informants T also said, “*Puas makan disini, karena bisa makan sambil nongkrong bareng teman-teman, life style jaman sekaranglah pokoknya*”. Both are high school student who does not have income, except their pocket money given by their parents. They say that the lifestyle of luxury, class and prestige they get when they eat at fast food restaurants are quite expensive, so they will feel proud that they are considered as upper-class society and modern life.

Based on the discussion above, the reasons of desire, affordability, and product, influences Indonesian consumers to consume fast food at Pizza Hut. And the factors of the media information, American values and culture which are including ease and practicality and prestige and lifesyle, influences Indonesian consumers to consume fast food at Pizza Hut. Both the reasons and factors are connected to show the reception of Indonesian customers on American fast food.



## CHAPTER IV

### CONCLUSION AND RECOMMENDATION

#### A. Conclusion

Based on the analysis of all data that has been presented in previous chapters, the conclusion can be drawn to answer the research questions about: what were the reasons of the Indonesian peoples to consume Pizza Hut fast food? and what are the factors that make the fast food product accepted by Indonesian customers?

The results of the study show that the reasons of Indonesian people consuming fast food at Pizza Hut restaurant are the desire, affordability and product. Desire is the main reason why they consuming fast food at Pizza Hut restaurant. Desire arises when someone was on leisure time or just hangout with his or her friend and sometimes, what is consumed is not based on needs but depend on individual desire. This is as seen in response to the statement “*Saya memutuskan membeli di Pizza Hut karena adanya kebutuhan*”, 40% of the respondent shows that they disagree to the statement that they buy at Pizza Hut based on basic needs. In the reason of affordability, the result shows that 70% of the respondents do not agree that the price is affordable. But regarding to the quality, quantity, taste and the facilities, 90% respondents agree that the price offered was reasonable. And for product reason, 80% respondents are satisfied with the products

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offered and supported by various facilities and services that have been served by Pizza Hut restaurant.

For the factors that influences Indonesian customers to consume fast food (Pizza Hut), the result shows that because of media information, American values and culture which are ease and practicality and prestige and lifestyle makes fast food accepted by Indonesian customers. Media information give a big influence to the consumers, especially for teenagers consumers that easy to be seduced by advertising. Most of the respondents agree that media information is effective to attract them to buy product at fast food restaurant. Indonesian reception toward American values and culture factor is about practical and lifestyle. The factors are ease and practicality and prestige and lifestyle. The ease and practicality as the results show that 80% of respondents agree to the statement, "*Pelayanan Pizza Hut menyenangkan, cepat dalam penyajian*", is the factor that make the consumers choose to eat at fast food restaurant. The values brought by the fast food culture in American is ease and practicality, it is also affects the situation in Indonesia society. For prestige and lifestyle factor, the result of the respondents almost have the same opinion that eating at Pizza Hut may create an impression that the person who could eat at fast food, is a kind of person who has a good financial and the modern lifesyles that are likely adopted from the United States, create a perception that fast food is modern.

## B. Recommendation

From all of the observations made by the writer, there are a few suggestion that will be useful for the development of Pizza Hut as a company in Indonesia which has the fast food product, here they are:

1. It is important to the Pizza Hut company in Indonesia, in developing products to maintain quality of service in serving a customers and it will be even better if it can improve the quality of existing services.
2. And in the end, the writer also hopes that this research could later be used as an inspiration as a reference and development for all other students who are interested in a later held a similar study, particularly about American Studies as it related in fast food.

