



Characteristics of Fast Food Consumers in Manado City (Case Study of Restaurantsfast Food “X” Megamas Area Manado)

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Abstract: One of the businesses that is very influential in changing the instantaneous culture of society is a fast food restaurant or fast food restaurant. The lifestyle of urban people who tend to be instantaneous also makes fast food a major necessity. Changes in the consumption patterns of various people have led to the concept of practical food preparation, time efficiency, taste and affordable prices, even though fast food has an adverse impact on health. Today's fast food business is one of the service industries that is growing rapidly and is increasingly popular with the public, especially those living in urban areas including the city of Manado. The development of the City of Manado as an ecotourism city has encouraged marketers engaged in the fast food restaurant business to invest in opening the business. One of the fast food restaurants in Manado City, namely Fast Food restaurant "X". This "X" fast food restaurant has been widely spread in the Manado City area, including in the Manado Megamas area which is an area that grows as a business environment for a thousand entrepreneurs. Choosing the right business location is one of the marketing strategies carried out by marketers. Fast food restaurant business with similar products is growing rapidly in Manado City. The high competition from the fast food restaurant business encourages producers/marketers to understand consumer characteristics. This study aims to determine and describe the characteristics of fast food restaurant consumers "X" Megamas Manado area in Manado City. This research uses descriptive analysis method. The results showed that the characteristics of consumers who carry out purchasing activities based on gender were dominated by women with a total of 58 people (58%), based on age groups dominated by the age group 20-60 years (adults) 61 people (61%), based on the last level of education dominated by consumers with the last education level SMA/equivalent 45 people (45%), and based on work it was dominated by consumers with jobs as students 59 people (59%).

Key words: fast food, consumers, lifestyle.

INTRODUCTION

Information technology and globalization in the current era, it has an impact on changes in people's lives in Manado City, including changes in lifestyle, especially in people's consumption patterns. Especially in 2020, the world is faced with the situation of the Covid-19 Pandemic. The Covid-19 pandemic has not only had an impact on people's lives but The Covid-19 pandemic has made many changes in people's lives, especially in the economic aspect. Almost all industrial sectors experienced a decline, one of which was the restaurant industry. This industry is one sector that contributes to domestic economic growth.

Business which is very influential for changing the culture of society that is instantaneous, one of which is a fast food restaurant. Fast food restaurants are restaurants that serve food and drinks in a relatively short time from ordering to serving to consumers. Fast food is a term for food that can be prepared and served quickly. While any food that can be prepared immediately can be called ready-to-eat food, the term generally refers to food that is sold in a restaurant or shop with low-quality preparations and served to the consumer in a package to take away.

One type of restaurant that is developing in Manado City is a fast food restaurant. The lifestyle of urban people who tend to be instantaneous also makes fast food a major necessity. The development of Manado City as an ecotourism city has led to the development of quite a lot of fast food restaurants, followed by an increase in the number of visitors. At the same time, there is a tendency for people in Manado to change their lifestyle and eating patterns, so fast food restaurant entrepreneurs are trying to improve their marketing mix.

The advantages of the fast food concept are its fast and practical serving time, and fast food restaurants can be found in every place such as shopping centers, offices, airports, stations and other public places. Today's fast food business is one of the service industries that is growing rapidly and is increasingly popular with the public, especially those living in the Manado City area. A variety of fast food products such as fried chicken, hamburgers and hot dogs and french fries as well as various other products provided by fast food restaurants are increasingly preferred, this is due to the lifestyle of urban people who tend to be practical in accordance with the dynamics and fast-paced life activities. Consumers are the main focus in marketing activities in the modern marketing concept. Marketing policies and strategies can be determined by knowledge and understanding of consumer behavior as valuable input for marketers; why and how consumers make decisions in purchasing fast food products.

Changes in people's diverse consumption patterns have led to practical food serving concepts, one of which is fast food. Even though fast food has an adverse impact on health (Jacob et al. 2020; Van Draanen et al. 2018; Khan et al. 2021; Macdonald et al. 2018), people still like fast food because of its practicality, time efficiency, taste and affordable prices (Alsabieh et al. 2019). This is all related to a lifestyle that has led to modernity. Fast food has long been one of the favorite foods of the people of Manado City and has become a necessity.

The current market dynamics encourage marketers in the fast food restaurant sector to focus more on their strategy on retaining consumers if they want to survive the changes that are taking place. Consumers have unlimited expectations and when there is a gap between expectations and reality that occurs, consumers will try to minimize the gap through the decision-making process. These determinants are price, menu variety, service quality, food quality, parking space (Erinda et al. 2016), brand, taste, distance quality, access (Islam and Ullah, 2010), food quality, facilities and service quality (Prabhavathi et al., 2014; Nondzor and Tawiah, 2015).

In line with previous research, this research is interesting to study. In addition, the phenomenon that appears today is why people, especially in cities, prefer to consume fast food compared to other types of food. So the purpose of this study is to determine the characteristics of fast food consumers in Manado City (Case Study at Fast Food Restaurant "X" Megamas Manado Area).

RESEARCH METHODS

Location and Time of Research

This research was conducted at the Fast Food Restaurant "X" in the Megamas Manado area, which is located in the Mega Mas area in Manado City. The time of the research was carried out in May 2023.

Data Types and Sources

This research was conducted using a survey method, the data sources used in this study are:

1. Primary data, is data obtained from the first source either from individuals or individuals such as the results of interviews or the results of filling out questionnaires which are usually carried out by researchers.

- Secondary data is a source of research data obtained by researchers indirectly or through intermediary media. Secondary data was obtained from literature studies of various books, journals and BPS.

Location and Sample Determination Methods

According to Morris (2012) in Syafnidawaty (2020), population is a collection of subjects, variables, concepts, or phenomena. We can examine each member of the population to determine the nature of the population in question. The population in this study was all consumers who made purchases at the fast food restaurant "X" in the Megamas Manado area in Manado City.

The determination of the research location for the fast food restaurant "X" in the Megamas Manado area in Manado City uses the purposive sampling method with the consideration that this restaurant is located in the center of Manado City, precisely in the Mega Mas Manado shopping center area, operating hours are 24 hours, and the business category is a fast food restaurant. .

Sampling in this study used a combination method of accidental sampling and purposive sampling. According to Sugiyono (2017), Accidental Sampling is a technique that determines the sample by chance, anyone who meets the researcher by chance if the person met by chance is suitable as a data source. Meanwhile, purposive sampling is a data sampling technique based on certain considerations.

Accidental sampling method in this study is sampling by direct interviews because they happen to be encountered or when consumers are making a purchase transaction. Purposive sampling by specifying respondents to be sampled because they have criteria (1) male or female aged 17 years and over, (2) have made a purchase at least 2 times. Respondents in this study were consumers of fast food restaurant "X" in Manado City who were willing to be interviewed and carry out purchasing activities at the restaurant. If the number of samples is not known, then look for it with the Cochran formula (Sugiyono, 2017):

$$n = \frac{Z^2pq}{e^2}$$

Information:

n = the required number of samples

Z₂ = the price is in the normal 5% savings curve, with a value = 1.96

p.s = 50% chance correct

q = 50% chance of being wrong

e = sample error rate (sampling error),

in this study using 10% so that the number of samples generated is:

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.1)^2}$$

$$n = 0.9604 = 96.04$$

The result of the calculation is that the number of samples is 96.04, then it is rounded up to 100 samples. The data analysis used in this study is descriptive analysis, which is data analysis by describing or describing the data that has been collected as it is without intending to make general conclusions (Sugiyono, 2015). Descriptive analysis is used to determine the characteristics of consumers (respondents) at fast food restaurant "X" in Manado City. Descriptive analysis is the method used to interview consumers who have purchased or are currently buying a product. Descriptive analysis is used to describe the condition of the general characteristics of the respondents based on the facts that occur, by looking at the questionnaires distributed to respondents or the discussion obtained during research on consumers (Patimah, 2016).

RESULTS AND DISCUSSION

Overview of Fast Food Restaurant "X" Megamas Manado Area in Manado City

This “X” fast food restaurant is located in the Mega Mas area of Manado City. Megamas areas is one of the growing business districts in the city of Manado. Reclamation area of 36 Ha. This is located on Jln. Piere Tendean (Boulevard) Manado. This area is managed by PT. Megasurya Nusalestari which is a leading property and construction company in Sulawesi. This area is widely known as the Manado Megamas Area, an area that has grown as a business environment for a thousand entrepreneurs.

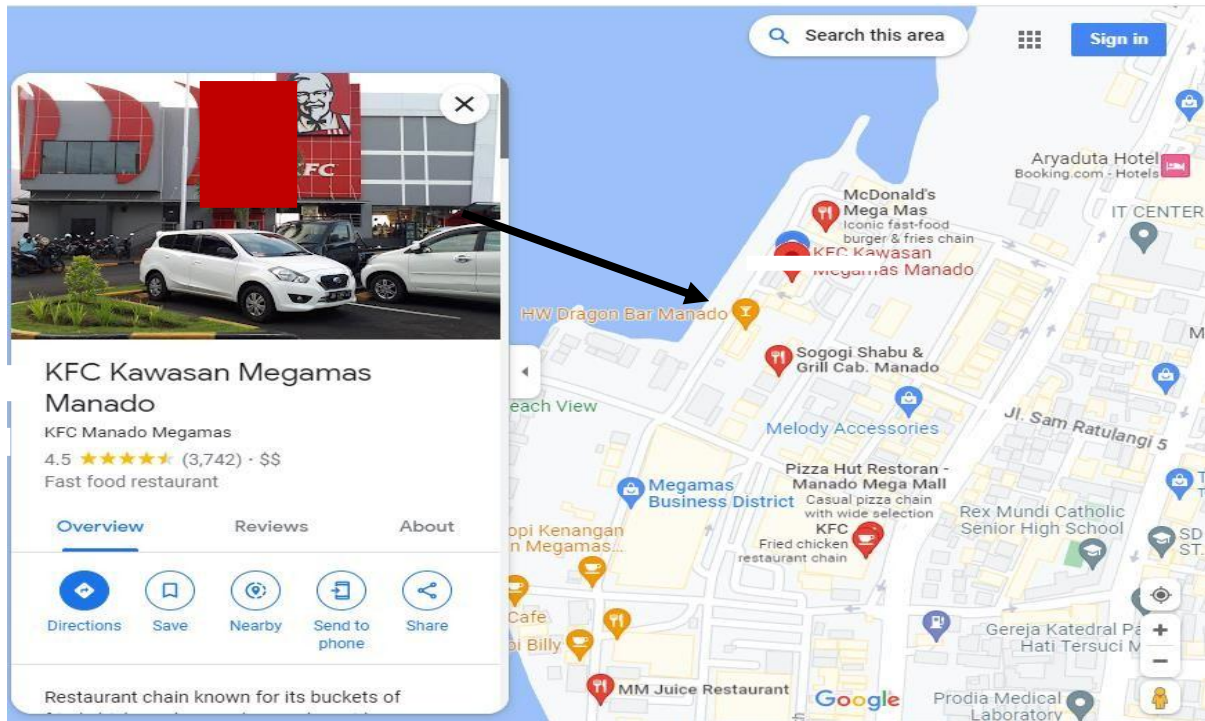


Figure 1. Location of the “X” Fast Food Restaurant in the Megamas Manado area

Source: Google, 2023

This “X” fast food restaurant is located at the Mega Mas Complex, Jl. Piere Tendean, Wenang Selatan, Manado City, North Sulawesi 95234, Indonesia. The business category is a fast food restaurant. Customer services related to this restaurant include menus for lunch, dinner, desserts, snacks, consumers can choose to eat at the restaurant or can take it home, payment methods can be cash or debit, provided playground facilities for children, there is a room especially for birthday events, a large parking lot and free wifi facilities. In order to improve the service quality of restaurant "X" to consumers, restaurant "X" has a new breakthrough with the Drive Thru service so that it will make it easier for consumers to enjoy the menu from this restaurant. Drive Thru service is a service provided by restaurant "X" to its customers, who at that time were passing by or wanted to enjoy this restaurant's menu, but were too lazy to get off the vehicle or too lazy to eat at the place provided by this "X" restaurant. . The working/operating hours of this “X” restaurant are Monday: Open 24 hours, Tuesday: Open 24 hours, Wednesday: Open 24 hours, Thursday: Open 24 hours, Friday: Open 24 hours, Saturday: Open 24 hours, Sunday: Open 24 hours.

Consumer Characteristics

The characteristics of consumers at the fast food restaurant "X" in the Megamas Manado area in Manado City can be identified based on gender, age, last education, occupation, origin and monthly allowance which are described as follows:

1. Consumers by Gender

The characteristics of consumers at the fast food restaurant "X" in the Megamas Manado area in Manado City based on gender can be seen in table 1 below:

Table 1. Characteristics of Fast Food Restaurant “X” Consumers in the Megamas Manado Area in Manado City by Gender

No.	Gender	Number of Consumers (Person)	Percentage(%)
1.	Man	42	42
2.	Woman	58	58
	Total	100	100

Source: Processed data, 2023

Based on table 1 above shows that The gender of the consumers at the fast food restaurant "X" in the Megamas area in Manado City is mostly women with a total of 58 people (58%) compared to men with a total of 42 people (42%). This is because female consumers are more selective in choosing and consuming products that are practical and can be served quickly. In accordance with the results of research by Agusman, et al (2018), stated that consumers who consumed XYZ fast food restaurants in Bengkulu City were based on gender, namely 70.59% women and 29.41% men, where XYZ fast food restaurants were restaurants which provides a type of menu that is attractive to consumers, especially for teenagers who like to get together to enjoy the food dishes provided.

Schmoll research results (2007)in Agusman, et al (2018), explains that men tend to more easily accept a new product or service compared to women. However, women are more consumptive towards a product which is proven to be good and widely used by their friends. In contrast to the research results of Mazwan, et al (2022), which stated that consumers of ready-to-eat food at the 7Sevenchicken Malang restaurant were dominated by male sex compared to women. According to the results of this study, it showed that male respondents had their own initiative to make purchases at the 7Sevenchicken Malang restaurant, different from women who did not have their own initiative but received invitations from friends to make purchases at fast food restaurants. Mazwan's research results, et al (2022) are the same as the results of research by Lesti (2017), where the purchase of fast food restaurants in the city of Bogor, 66.67% are men and 33.33% are women and are dominated by male consumers. This is because basically men currently have very busy jobs or activities so that they consume very little food at that time. This makes them need something in a practical and fast consumption pattern so that during busy work and activities it can be overcome.

2. Consumers by Age

The definition of age according to the World Health Organization (WHO) is a unit of time that measures the time of existence of an object or creature, both living and dead. For example, the age of a human being is said to be fifteen years measured from the time he was born until the time that age is calculated by such a person, this age is measured from the beginning of the birth process until before it expires. Consumers who were used as sample respondents were consumers in the age group of 11-19 years who were categorized as teenagers and the age group of 20-60 years who were categorized as adults. The age group used in this study is the age group according to the World Health Organization (WHO).

The characteristics of consumers at fast food restaurant "X" in Manado City by age group can be seen in table 2 below:

Table 2. Characteristics of Fast Food Restaurant “X” Consumers in the Megamas Manado Area in Manado City Based on Age According to the World Health Organization (WHO)

No.	Age Group (Years)	Number of Consumers (Person)	Percentage (%)
1.	0-1 (Infant)	0	0
2.	2-10 (Children)	0	0
3.	11-19 (Teenagers)	39	39
4.	20-60 (Adult)	61	61
5.	Over 60 (Elderly)	0	0
	Total	100	100

Source: Processed data, 2023

Based on the results of the research in table 2 above, it shows that consumers at the Fast Food restaurant "X" in the Megamas Manado area in Manado City are mostly in the age group of 20-60 years which are categorized as adults totaling 61 people (61%) compared to consumers in the age group 11 -19 years who are categorized as teenagers totaling 39 people (39%). Consumers in the age group of 20-60 years who are categorized as adults are active consumers who have quite busy activities so they buy fast food on the grounds that consuming fast food at Restaurant "X" includes being practical, inexpensive and has convenient facilities. Whereas the age group of 11-19 years can be said to be the age of adolescence where some of their choices for something are easily influenced by the surrounding environment, one of which is the invitation to tend to prefer to buy and consume practical food but still have financial limitations because they are still dependent on money. snacks given by their parents. This age is also in line with the information obtained from research results that many visitors are young people who like to hang out with friends consisting of middle school, high school and university students.

According to Agusman, et al (2018) stated that age is one of the factors that influence a person in carrying out their activities and interest in consumption is also shown from age, so that the age of consumers causes differences in consumer tastes in buying and consuming a product. Age affects a person in making decisions. Children make decisions quickly, tend not to think too much. When making decisions teenagers have started to consider design, fashion, etc., they tend to be emotional. Purchase decisions made by parents tend to be rational, many things are considered such as price, benefits and others (Sangadji and Sopiah, 2013 in Agusman, et al., 2018).

3. Consumers According to Last Education

According to Agusman, et al (2018), recent education will influence a person's mindset so that it has an impact on consumer decisions. The length of time the level of education taken will affect the consumer's final decision process and in this study varies greatly from elementary, junior high, high school and tertiary graduates. The characteristics of consumers at the fast food restaurant "X" in the Megamas Manado area in Manado City based on the latest level of education can be seen in table 3 below:

Table 3. Consumer Characteristics of Fast Food Restaurant "X" in Megamas Manado Area in Manado City Based on Last Education Level

No.	Last Education Level	Number of Consumers (Person)	Percentage (%)
1.	SD / Equivalent	0	0
2.	Middle School / Equivalent	20	20
3.	High School / Equivalent	45	45
4.	Higher Education (Diploma, Strata)	35	35
	Total	100	100

Source: Processed data, 2023

Based on table 3 above, consumers with the highest level of education are high school/equivalent with 45 people (45%), tertiary education 35 people (35%), and junior high school/equivalent with 20 people (20%). This is in accordance with the age of consumers who are still categorized as teenagers and adults where on average most are at the age of 12-25 years where consumers are still educated in junior high, high school and university students. Aiman, et al (2017) stated that the higher the educational background of the respondents, the higher the knowledge possessed, including paying attention to a product to be purchased and consumed. In accordance with Mazwan, et al (2022), states that the higher a person's education level, the higher the level of knowledge about food that is good for consumption.

4. Consumers By Occupation

The consumer's occupation affects the decision-making process because it relates to the consumer's ability to increase from the consumer's income and leisure time. A person's occupation will affect consumption patterns of a food product. Khoirinnisa, et al (2016), stated that the diverse jobs of respondents will lead to consumer behavior in making decisions to buy processed products that are

practical and can be served quickly.

The characteristics of consumers at the fast food restaurant "X" in the Megamas Manado area in Manado City based on work can be seen in table 3 below:

Table 4. Consumer Characteristics of Fast Food Restaurants “X” in the Megamas Manado Area in Manado City by Occupation

No.	Type of work	Number of Consumers (Person)	Percentage (%)
1.	Student / Student	59	59
2.	Government employees	5	5
3.	Private employees	9	9
4.	Self-employed	13	13
5.	Housewife	8	8
6.	Etc	6	6
	Total	100	100

Source: Processed data, 2023

Based on table 4, it can be seen that consumers at the fast food restaurant "X" in the Megamas Manado area in Manado City have a variety of jobs. Consumers with jobs as students are the most consumers, 59 people (59%). The results of presenting consumer characteristics according to this work are in line with the number of visitors from young people and are dominated by students. Among students / students are among those who have more time and great opportunities to gather with friends. Many students choose to get together, do joint assignments and become a hangout place for these groups.

Buying fast food is most in demand by consumers who have jobs as students because activities on campus are very busy so they choose food that is practical and fast. This is in line with Aulia's research (2018) that the most consumers of fast food are students who belong to the millennial generation. The millennial generation is currently switching to consuming fast food compared to other foods because it follows the current trend of the times and social changes (Guell et al. 2021).

CONCLUSION

Based on the results of the study, the conclusion is that the characteristics of consumers who carry out purchasing activities at the fast food restaurant "X" in the Megamas Manado area in Manado City based on gender are dominated by women with a total of 58 people (58%), based on the age group dominated by the age group 20- 60 years old (adults) 61 people (61%), based on the last education level dominated by consumers with the last education level SMA/equivalent 45 people (45%), and based on work it is dominated by consumers with jobs as students/students 59 people (59 %).

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