Antecedents on Consumer Purchasing Decision: A Perspective Self Individual Factors Theory and EKB Model

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Abstract The individual personality factors that usually affect consumers' purchasing decisions include age or life cycle stage, job, economic condition, lifestyle, personality, or self-image. The consumer's purchasing decisions related to goods depends on various factors such as brand, quality, after-sales services, warranty, advertising, rebates, offers, discount, mode of payment, display, salesperson behavior, store location, and many more. Grand Duck King Restaurant Medan has confirmed that the number of consumers has been decreasing these recent months. It has been suspected that this problem is due to consumer factors. The research objective is to determine whether individual factors affect consumers' buying decisions using the EKB model and analyze how strong the effect of individual factors is on consumers' purchasing decisions using the EKB model. The population that the writer used is the consumers at grand Duck King Cambridge Medan, which are 101 people; by using Slovin's Formula, the sample size is 81 consumers, and use the simple random sampling technique which the consumers have the same chance to be chosen as the sample.The results from the analysis are individual factors that affect consumers' purchasing decisions at Grand Duck Restaurant King Cambridge Medan, and personal characteristics have a strong and positive effect on consumers' buying decisions at Grand Duck King Restaurant Cambridge Medan.

Keywords : *Individual Factors and Consumer's Purchasing Decision*.

INTRODUCTION

Consumer behavioral psychology is one of the most popular these recent years. According to many experts, producers and service companies have been attracted to understanding how consumers behave differently according to individual attributes. The most important aspects of this study include the diversified expectations, tastes, and needs of consumers or clients. With the help of this knowledge, companies can gain better insights into how consumers behave in selecting particular brands relevant to individual, social, and cultural factors that, in turn, influence any purchasing decisions. Having employed the correct methods to predict consumer behavior and the behaviors associated with purchasing, the company would build and offer a better product that ultimately leads to increased sales and consumer satisfaction.

To formulate effective marketing strategies and tactics to improve sales, organisations must identify and correctly understand their consumers and buyers. Today, marketing researchers have been continuously trying to identify individual consumer factors as the basis of appropriate strategies in effectively increasing sales while capturing and retaining more market shares. For the sake of prospective future growth, companies must be able to capture and retain new consumer bases by meeting any market requirements, understanding the diversified consumers' perception, reasoning behaviors while still offering the more integrated value creation, delivery, and communication to both existing and potential markets.

There are four main characteristics of personality. First, an individual's behavior is considered a personality characteristic if it is continuously executed over time. Secondly, certain behaviors can be distinguished from those of others, and thus, a personality trait cannot be shared among all users. Third, researchers can not precisely make a person behave in a particular situation as in other personality measures that can be predicted by using

certain personality variables. For example, researchers can know the personality characteristics with good reliability trends such as obsessive purchasing behavior, sports participation, healthy lifestyles, and a willingness to bargain. Fourth, trait personality would pose moderating effects on consumer behavior. Modulating variables in nature are those individual difference variables that may interact with the location or type of exchanged messages between the consumers and environmental factors as a temporary compromise that causes certain activities to occur. Social context is a situation in which the purchasing is carried out. Before consumers make purchases, they have to go through a decisions making process. Consumer decision-making processes, including identifying problems, searching for solutions, evaluating alternatives, selecting, and evaluating results, are essential to be understood. Consumers make decisions on which brand to purchase and how many of the products are to be purchased. Consumers prefer alternatives that can help achieve their goals, including choosing the best option while minimising the decisions required for the findings, adverse effects of decisions, and maximising benefits gained from execution. Moreover, to understand consumers' decision-making process, the most challenging obstacle would be identifying consumers' characteristics.

The individual personality factors that usually affect consumers' purchasing decisions include age or life cycle stage, job, economic condition, lifestyle, personality, or self-image. The consumer's purchasing decisions related to goods depends on various factors such as brand, quality, after-sales services, warranty, advertising, rebates, offers, discount, mode of payment, display, salesperson behaviour, store location, and many more, according to (Rouzhabahani et al., 2013). Consumers are strongly influenced by the method of the decision-making process in which they are involved. If consumers of mental engagement approach rather than a top-down approach to mental conflict, the choice would be different. There is a relationship between consumer's factors on their purchasing decisions. Based on the preliminary data obtained from the sales manager, Mr MichaelOng, Grand Duck King Restaurant Medan, it has been confirmed that the number of consumers has been decreasing these recent months. It has been suspected that this problem is due to consumers' factors.

From the data obtained from the preliminary study, the numbers of consumers who have been dealing or making transactions with this company in 2017 is shown in table 1 as follows:

Table 1. Number of Consumers per Month

Month	Total Consumers	Consumer Percentage
January 2017	135	+2.27%
February 2017	120	-11.11%
March 2017	112	-6.67%
April 2017	107	-4.46%
May 2017	101	-5.61%
June 2017	90	-10.89%

Source: Grand Duck King Restaurant Cambridge Medan (2017)

It was evident in the table that the number of consumers in this company has been having been decreasing from February to June 2017, as reflected by the negative percentage of changes over those months. This is suspected due to the changing consumer's individual preferences toward the company's offerings.

Consumers visit this restaurant to enjoy the tasty food varieties and oriental dining experience that this restaurant has been offering. One of the issues that this restaurant has been encountering regarding the individual

factors of visiting consumers is that most consumers, either during weekdays or weekends in these recent months, have been dominated by those whose age range is 30 – 55 years old. This age range is different from what they had, which was 17 – 55 years old. The management of this restaurant also initially targeted those whose ages are lower than 30; hence this dining place has been intentionally located, designed, and positioned to become a favourite cosy hanging-out place for those who are still in high school, college, and even working-age.

In addition, those consumers also mostly come from middle-up economic supports and possess upper managerial positions or even entrepreneur figures. This deviation from initial target market segments, which was lower-middle to middle-up consumers' income levels from any jobholders, has also been suspected to decrease consumers' decreasing number over those months.

Despite the specially designed dining atmosphere, this restaurant has failed to attract more young adults to come and demand their products. This restaurant has been described as not adequately portraying the up-to-date dining lifestyle and thus does not stand out as the fittest one for any teenagers, especially since there have been more and more youth-oriented dining places established in Medan city. Grand Duck King restaurant only provides the family gathering experience, like most other oriental restaurants in Medan, to the consumers without adequate effort to cope with changing requirements.

Self-image has also been increasingly important for consumers from any segments nowadays. The messages sent from one's activities to other people would reflect how good the self-image is. Without significantly unique and up-to-date lifestyles from this restaurant, Grand Duck is also weak at boosting the consumers' self-image. This restaurant is merely seen as a place to get food 'instead of _the best hanging-out site over outstanding dining experience.

From the preliminary information above, the management has been suspecting their incapability to meet the changing market requirements relevant to individual factors and the deviation between consumers' characteristics and initial expectation as the main culprit of the decreasing number of consumers visiting the restaurant in these recent few months. For this reason, the company feels the need to know whether it is indeed true that there is a relationship and how strong the effect of the individual factors, if any, is on the consumers' purchasing decisions in the company.

There has been a lot of research on consumer behaviour; Therefore, many different explanations expanded consumer behaviour models. EKB model first time presented by three scholars, Engel, Kollat, and Blackwell, in 1968, and also a relatively self-explanatory, complete, and systematic theoretical model of consumer behaviour. The ECBC model assumes that consumer decision processing is a sequential process that leads to problem-solving and features that consider decision processing central, incorporating relevant interactions on the outside and inside elements. Engel et al. (1993) reported that the main concept of The ECBC model means processing consumer purchasing decisions, which is also the processing of solving problems to consumers decision processing and includes five stages: request confirmation, seeking information, evaluation alternatives, purchases, and purchase results.

Stevens et al. (2012) Marketing is not only much broader than selling, but it also is not a specialised activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the consumer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.

According to Kotler (2012), Marketing is the business function that identifies unfilled needs and wants, defines and measures the magnitude and potential profitability, determines which target markets the organisation can best serve.

According to Sheth and Sisodia (2015), Marketing is an organisational function and a set of processes for creating, communicating, and delivering value to consumers and managing consumer relationships in ways that benefit the organisation and its stakeholders.

Yee et al. (2012) stated that ‖Most of the large companies research consumer purchasing decisions in increasing detail to answer a question about what consumers buy, where they buy, how and how much they buy when they buy and why they buy. Consumer Individual factor is the process of selecting, organising, and interpreting sensations into a meaningful whole. In the past, studying stimuli and measuring responses to them were restricted to examining the five senses. Today, however, the view that individual factor uses merely sight, hearing, smell, taste, and touch to comprehend the environment is inadequate. Although the senses play a significant role in our comprehension of an event, our interpretation of a sensation may lead to a false individual factor—the personal factors highly subjective and, therefore, easily distorted.

Consumer individual factor applies the concept of individual sensory factor to marketing and advertising. Just as individual sensory factor relates to how humans perceive and process sensory stimuli through their five senses, individual consumer factor pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer individual factor theory to determine how their consumers perceive them. They also use consumer individual factor theory to develop marketing and advertising strategies intended to retain current consumers and attract new ones. Self-individual factor theory attempts to explain how individuals develop an understanding of the motivations behind their behavior. Self individual factor by consumers relates to values and motivations that drive purchasing behavior which is also an essential aspect of consumer individual factor theory. The researchers concluded that consumers' self individual factor was a driving factor in prioritizing socially conscious purchase and consumption practices. Consumers who viewed themselves as socially conscious tended to place more weight on issues such as environmental impact when making purchasing decisions than consumers who did not hold similar views of themselves.

Individual factor establishes the meaning of a product or brand when a consumer makes initial contact. In marketing, this is described as consumer information processing. At this stage, all of the senses are engaged in receiving brand marketing communication messages. In marketing literature, four distinct phases of individual factors occur during consumer information processing: sensation, attention, interpretation, and retention.

Consumer individual factor describes what occurs when a person's senses are initially exposed to the external stimulus of a product or brand marketing. The sensory receptors are engaged by product or brand cues through sight, sound, smell, taste, and texture. For example, Starbucks engages all the senses in its sensory brand marketing. A consumer who enters a Starbucks coffee shop may hear the sounds and smell the grinding of fresh coffee in the store. Background music and a unique store design round out the experience of the taste of hot or cold coffee and food products that can be enjoyed in-store at quaint cafe tables.

According to Raula (2012), The process of individual factors begins with exposure to a stimulus: Exposure occurs when individuals come into contact with environmental stimuli either accidentally or through their own deliberate, goal-directed behavior. However, not all stimuli to which we are exposed get noticed; attention refers to the allocation of mental capacity to a stimulus or task.

After choosing whether or not to expose themselves to a message, consumers may momentarily pay attention to a specific aspect of the stimulus within their range of exposure. Engagement can be planned, involuntary, or spontaneous. Planned attention is goal-directed; individuals use their attention—such as watching a TV commercial or reading an ad in a magazine—to help them perform a specific activity such as shopping. When external stimuli force their way into our awareness, attention is involuntary. Sensation refers to the responses of our sensory receptors (eyes, ears, mouth, nose, touch) to environmental stimuli and the transmission of this information to the brain via the nervous system. This process represents the acquisition of basic sensory information received through the sense organs—a preliminary step in processing information. According to Kotler and Amstrong (2017), for definitions of consumers' purchasing decisions, A consumer's purchasing decisions can be considered an optimization process through which buyers seek the product or the brand that will yield the most excellent satisfaction. To find which brand will produce the highest utility, buyers compare these brands and attributes they consider necessary. Farouk and Sami (2014) stated that We could not talk about an entrepreneur by skipping over the deep strengths, which animate him: the motivations, the individual characteristics, and the qualities, which are connected to the personality of the individual, occupied a considerable role. Reje dan Dreger (2014) says that a decision is a selection of two or more alternative options; in other words, the availability of more than one choice is a must in decision making. Pemani et al. (2017); Pratiwi & Mandala (2015); Yuriska & Sukirno (2016) stated that personal factors affect purchase decisions, but a study from Ikhwana & Dewi (2020; Susanto et al. (2016); Yustian and Astini (2013) says that individual personality differences and personal factors do not affect purchase decisions. Fransisca & Purnomo (2019) discussing the destination personality influences purchasing decisions. Study Munandar (2017) stated that partially and simultaneously, personal factors influence the purchase decision. Study Adhim (2020) said that Social and individual factors have a positive and significant effect on consumer behavior in purchasing decisions

From the background of the study stated above, the research questions to be answered in this research are do individual factors affect consumers' purchasing decisions using the EKB model? How strong the effect of individual factors on consumers' buying decisions using the EKB model?

The research objective is to determine whether individual factors affect consumers' buying decisions using the EKB model and analyze how strong the effect of individual elements is on consumers' purchasing decisions

using the EKB model. Research Ronaghi and Rahimpour (2017) The Study of the Impact of Individual Factors on the Urge to Buy Impulsively and consumers impulsive Buying behavior There is a significant impact of individual factors on the urge to buy and consumers' impulsive buying behavior. Sharma and Madan (2014) the effect of individual factors on youth entrepreneurship a study of Uttarakhand state, India The results showed that past self-employment experience negatively impacts students' entrepreneurial inclination. No relationship was seen between the work experience (typically less than three years) and entrepreneurial inclination. According to Cooper and Schindler (2012), The theoretical Framework is the theories. The previous result of the research problem describes the variable and the relation of the research variable. A theoretical framework is also known as a diagram showing a connection between an independent and dependent variable.

According to Rouzhabahani et al. (2013), consumers are strongly influenced by the method of the decision-making process in which they are involved. If consumers of mental engagement approach rather than a top-down approach to mental conflict, the choice would be different. There is a relationship between consumer's factors on their purchasing decisions‖. Based on the explanation above, the following hypothesis can be developed: individual factors positively influence consumers' purchasing decisions.

The theoretical framework of individual factors and purchasing decisions can be seen in figure 1 below:
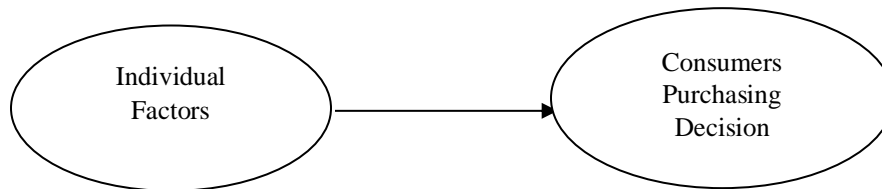
Figure 1. Conceptual Framework

METHOD

The Research designs are descriptive research and correlative research. This research population is the consumers at Grand Duck King Cambridge Medan, which are 101 people. The sampling method is using slovin formula, which is 81 consumers. The writer will use the indicators of Individual factors as suggested by (Rouzhabahani et al., 2013), which include age and life cycle stage, job, economic condition, lifestyle, and personality or self-image. The indicators of consumer's purchasing decisions indicators are suggested by (Lopez 2012) frequency of transactions, consumer referral, Loyalty, repeat decisions—collecting data in this research used two kinds of methods: primary data and secondary data. To check the questionnaires used the validity test and reliability test. The level acceptance of validity test is the questionnaire result at least get the result with minimum the range of 0.61 which is at high validity. The result may not at the range of moderate validity since it is not indeed as low or high validity. The level acceptance of the reliability test results from the questionnaire at least the result with a minimum range of $0.60 < \alpha < 0.80$, which is acceptable for data reliability. The analysis data using SPSS 25 to test normality test, correlation test, determination test, hypothesis testing, and simple regression. Using the Likert scale to measure variables from this study, Sekaran & Bougie (2018) state that the Likert scale is used to test how strongly subjects agree or disagree with statements on a five-point scale ranging from strongly disagree to strongly agree

RESULT AND DISCUSSION

a. Descriptive Statistics

Table 2. Respondents Gender

No	Gender	Frequency	Percentage(%)
1	Male	47	58.02%
2	Female	34	41.98 %
Total		81	100.00 %

Source: processed data (2021)

From the table above, the numbers of respondents in this study are male respondents with 47 people and the percentage of 58.02%, and femalerespondents as many as 34 people with the percentage of 41.98%.

Table 3. Respondents Age

No.	Age	Frequency	Percentage (%)
1	20-30 years	9	11.11%
2	31 - 40 years	27	33.33%
3	41 - 50 years	32	39.51%
4	> 50 years	13	16.05%
Total		81	100%

Source: processed data (2021)

From the above table, it can be seen that the majority of respondents' age within 41-50 years which are 32 people (39.51%). The respondents within 20-30
years are nine people (11.11%), those within 31-40 years old are 27 people (33.33%),and age more than 50 years old are 13 people (16.05%).

b. Validity Test

Table 4. Validity Test Variable X

Validity Variable X (Individual Factors)		
1	0.919	Very High
2	0.805	Very High
3	0.741	High
4	0.867	Very High
5	0.832	Very High
6	0.853	Very High
7	0.793	High
8	0.817	Very High
9	0.914	Very High
10	0.817	Very High

Source: processed data (2021)

The tables above are the validity test results of each statement of variable X (Individual Factors). The value

of the validity test is within 0.60 – 0.80 which in the scales is indicated as high data validity and in the scale of > 0.80, which in the scales is displayed as very high data validity.

Table 5. Validity Test Variable Y

ValidityVariable Y (Consumer's Purchasing Decisions)		
1	0.821	Very High
2	0.769	High
3	0.836	Very High
4	0.836	Very High
5	0.807	Very High
6	0.737	High
7	0.836	Very High
8	0.906	Very High

Source: processed data (2021)

The tables above are the results of the validity test of each statement of Variable Y (Consumer's Purchasing Decisions); the value of the validity test is within 0.60 – 0.80, which in the scales is indicated as high data validity and in the scale of > 0.80 which in the scales is displayed as very high data validity

c. Reliability test

The reliability test is used to test whether the questionnaires are trustworthyenough or not.The calculation of the reliability test is as follows:

Table 6. Reliability Test Individual Factors

Cronbach's Alpha	N of items
.952	10

Source: processed data (2021)

Table 7. Reliability Test Consumers PurchasingDecision

Cronbach's Alpha	N of items
.934	8

Source: processed data (2021)

The level acceptance of the reliability test results from the questionnaire at least the result with a minimum range of $0.60 < \alpha < 0.80$, acceptable for data reliability. The reliability test the writer got is over 0.80, which means the questionnaires are good reliable or trustworthy and consistent

d. Normality test

After getting the result from statistics, the writer will use a normality test to test the sample used whether is normal or not. A normality test is used to determine if a data set is well-modelled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. The Normality test is shown in the table below

Table 8. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Individual Factors	Consumer Purchase Decisions
N		81	81
Normal Parameters[a]	Mean	25.2840	20.6914
	Std. Deviation	7.64564	5.79362
Most Extreme Differences	Absolute	.073	.086
	Positive	.073	.086
	Negative	-.053	-.077
Kolmogorov-Smirnov Z		.656	.773
Asymp. Sig. (2-tailed)		.783	.589
a. Test distribution is Normal.			

Source: processed data (2021)

The application of the Kolmogorov Smirnov test is that if the significance isbelow 0.05, it means that the data to be tested have significant differences with the standard normal data. In other words, the data are not normally distributed. Based on the result above, the significant or probability value is 0.783and 0.589, greater than 0.05. This means the sample has a normal distribution
   e.   Correlation test
       The correlation test can be used to know the correlation between the independent variable and the dependent variable. The calculation of the correlation test can be seen in the table below:

Table 9. Correlation Test

Correlations			
		Individual Factors	Consumer Purchase Decisions
Individual Factors	Pearson Correlation	1	.889[**]
	Sig. (2-tailed)		.000
	N	81	81

Consumer Purchase	Pearson Correlation	.889**	1
Decisions	Sig. (2-tailed)	.000	
	N	81	81
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: processed data (2021)

The result of the calculation of the correlation coefficient between Variable X (Individual factors) and Variable Y (Consumer's Purchasing Decisions) resulted from a result of 0.889. The value of 0.889 is indicated as strong and positive. This means individual factors have a strong effect on consumer's purchasing decisions at Grand Duck King Restaurant Cambridge Medan.

f.   Determinant Test
     A determination test is used to determine the percentage effect of individual factors on consumer's purchasing decisions in the restaurant. The result of the determination test can be seen below:

Table 10. Determinant Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889^a	.791	.789	2.66402

a. Predictors: (Constant), Individual Factors

Source: processed data (2021)

The percentage influence of individual factors on consumers' purchasing decisions is 79.1%, and the remaining 20.9% is impacted by other factors that are not discussed in this *skripsi*. The result of 79.1% with the table of determination scale is high determination. Individual factors have a high percentage effect on consumer's purchasing decisions at Grand Duck King Restaurant Cambridge Medan.

g.   Linear Regression Analysis
     Linear Regression analysis is a statistical data technique that analyses the linear relationships between two variables by estimating the coefficient for an equation for a straight line. The equation of linear regression is as follows:

Table 11. Linear Regression Analysis

Coefficients^a

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.649	1.028		3.548	.001
	Individual Factors	.674	.039	.889	17.302	.000

a. Dependent Variable: Consumer Purchase Decisions
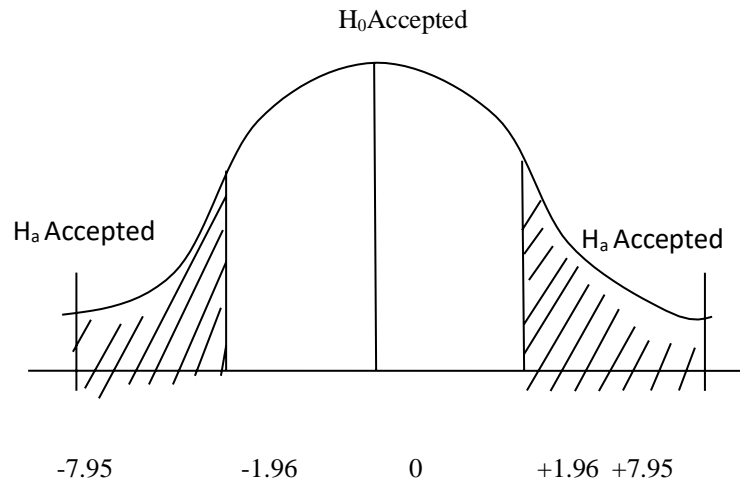   Source: processed data (2021)

$$Y = a + b\,X$$
$$Y = 3.649 + 0.674X$$

After the calculation, the writer concludes that when the individual factor is (X=1), the consumer's purchasing decision is 4.323, which increases 0.674point. When an individual factor is (X=2), the consumer's purchasing decision is 4.997, and when the individual factor is (X=3), the consumer's purchasing decision is 5.671. Individual factors have a positive equation on consumer's purchasing decision; the increase of individual factors will bring the addition to consumer's purchasing decisions

h. Hypothesis Test

The writer used the z-test to test the hypothesis as the sample size is morethan 30 people. The calculation is as follows: Level of configuration is 0,95, since using the two-tailed hypothesis test as there are two variables were discussed, 0.95/2=0.4750. the z_{table} is 1.96. $z_{count}= 7.95$. $z_{count} > z_{table}$ (7.95>1.96), Null hypothesis (Ho) is rejected, and the alternative (Ha) is accepted. Individual factors have an Effect on Consumer's Purchasing Decisions at Grand Duck King Restaurant Cambridge Medan The hypothesis test curve in the two-tailed hypothesis is shown as follows:

H_0Accepted

H_a Accepted H_a Accepted

-7.95   -1.96   0   +1.96 +7.95

Source: processed data (2021)

The results of the employees' answers to the questionnaires can be summarised as follows:

1. From the validity test results, the validity results of variable X (Individual Factors) and variable Y (Purchasing Decisions) got the value of validity test is very high and high validity. All the questionnaires' questions can becarried out.
2. The reliability test of individual factors is 0.952, and the reliability test of the consumer purchase decision is 0.934. The reliability result is over 0.80, which means the questionnaires have good, acceptable data reliability, and questionnaires give the same results to other respondents.
3. The significant or probability value is 0.783and 0.589, which greater than 0.05. This means the sample has a normal distribution.sample has a normal distribution, so the data set is well-modeled by a normal distribution; this is good for the sample to give the normal result.
4. The statistics for variable X (Individual factors), the customers answered disagree that the individual factors to come to the restaurant is good. The statistics for variable Y (Purchasing decisions), the mean, median, and mode got result in the customers disagree that the individual factors increase their purchasing decisions.
5. The correlation test shows individual factors have a strong and positive effect on purchasing decisions at Grand Duck King Restaurant Cambridge Medan
6. The determination test shows individual factors have a high percentage on purchasing decisions.
7. The linear regression equation shows that each variable X (Individual factors) increase will result

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from 0.674 for variable Y (Purchasing decisions). Individual factors have a positive equation on purchasing decisions.

8. From the hypothesis test result, $Z_{count} > Z_{table}$, Ha is accepted which individual factors affect consumer's purchasing decisions at Grand Duck King Restaurant Cambridge Medan.

9. Research Results Show Individual Factors Influence On Purchase Decision Conditions With The Research (Pemani et al., 2017; Pratiwi & Mandala, 2015; Yuriska & Sukirno, 2016)

CONCLUSIONS

This research concludes that individual factors affect consumers' purchase decisions at Grand Duck King Restaurant Cambridge Medan. Individual factors affect consumer's purchasing decisions at Grand Duck Restaurant King Cambridge Medan. The calculation of correlation test between variable X (Individual Factors) and Variable Y (Consumer's Purchasing Decisions), the writer got the result of 0.889 which means Individual factors have a strong and positive effect on consumer's purchasing decisions at Grand Duck King Restaurant Cambridge Medan. The determination value is 79.1%. It means that the percentage influence of individual factors on consumers' purchasing decisions is 79.1%, and the remaining 20.9% is impacted by other factors that are not discussed in this research. From the linear regression analysis, it can be known that the consumer's purchasing decision will increase by 0.674 units if there is a growth of individual factors in one unit. Based on the conclusion mentioned in the previous statement, the writer willlist several recommendations from the results of the questionnaires.

The suggestions are as follows: Most respondents disagree that the company can adapt the taste of a food based on customer's needs. The company should provide food that is suitable for all types of consumers. The company can receive feedback from a customer in improving the taste of food. The various types of foods should be provided to the customer to increase the number of customers of all ages. Most of the respondents are disagree that the company gives an exciting discount price to the consumer. The company should consider thecustomer's financial condition in determining the right price. The price should be resolved by considering the price from other companies. The company should offer attractive prices such as the price for specific food packages. Most of the respondents disagree that the customer wants to make regular purchases of the company's food. The company should improve the product and service quality so that the customer wants to make a standard purchase. The company should make the new menu to attract the customer is visiting the company. Most of the respondents are disagree that consumers will recommend other people to visit this restaurant. The company should maintain a good relationship with the customer. The company's employees should give friendly service to customers when they see the company. The marketing communication should be done regularly and effectively in many ways, such as using a chatting application, social media, and personal selling

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