

Motivations and Influences for Healthy Food Dining: a comparative study of Switzerland and Indonesia.

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Abstract

Purpose

The focus of the research is on patrons' motivation for healthy dining, and influences on dining experience. Healthy dining in this study is operationalized as the perception of restaurant ambience and cognitive responses. The relationship between cognitive responses and restaurant ambience in Switzerland and Indonesia was tested. The relationship between healthy dining experience and patrons' satisfaction, and subsequently, its influence on repeated patronizing (repeat business) was also explored.

Design/methodology/approach

The research uses mixed methods of qualitative and quantitative analysis, as the inquiries are exploratory in nature and rely on deductive logic.

Findings

The study found support for several hypotheses. Apart from cognitive responses not affecting patrons' motivation to dine at healthy restaurants in Switzerland, all other variables were related in Switzerland and Indonesia.

Research Limitation/Implication

This study addresses the scarcity of research in current literature on healthy dining and patron motivation to dine at, and revisit, health food restaurants.

Keywords: health nutrition, healthy restaurant, healthy diet, Geneva, Jakarta, repeat business

Introduction

Healthy dining and diet menus have gained traction in recent decades (Patterson et al., 2002). A healthy diet is crucial to increasing one's health (Newson, 2015). This trend can be attributed to the increasing social marketing to address health issues (Patterson et al., 2002), given the urgency of addressing obesity and related health issues (World Health Organisation, 2017), where diet modifications such as reducing calorie consumption are essential to health management (Newson, 2015).

On the other hand, dining out in restaurants has become a prevalent practice in people's everyday lives, which in turn has a significant impact on calorie increase, causing weight gain (McCrary et al., 1999; Todd et al., 2010). With increasing health consciousness among the public, restaurants have been adopting their food and environments to provide healthier options (Jan & Liu, 2009; Newson et al., 2015) to meet nutritional demands using natural, nutritious, fresh, and sustainable ingredients (Jang & Liu, 2009). Yet, despite the immense efforts taken to implement and promote healthy dining, patronage of such restaurants is not prevalent (Patterson et al., 2002). Hence, the present study aims to elucidate factors that influence decisions to dine at healthy food restaurants.

A comparison of dining culture between Indonesia—a Southeast Asian country that has a low rate of obesity—and Switzerland—a country in Europe that ranks second place in obesity—was conducted, with a focus on dining experience, health food restaurant ambience, patron motivation, cognitive responses, satisfaction, and repeat business intention, to elucidate how cultural influences affect patron motivation and dining experience in health food restaurants.

Literature Review

Healthy Food Restaurant Patrons' Motivation

Motivation is the drive that directs individuals to act in purposeful ways to (Neal et al., 2009; Solomon, 2002). We sought to uncover the motivations that underpin individuals' decisions to engage in healthy dining. Robson (2013) suggested that customers who came to restaurants not only want to eat outside but also to socialize and to relax. FUGA (2010) proposed that consumption motivations could be divided into eight types: search for cost-effective products, option of engaging in activities, provision of comfort and ambience. The decision to "eat out" could also be made due to a lack of time to prepare food at home (Kennon & Reynolds, 2001). Additionally, Kennon and Reynolds (2001) found that patronage of specific restaurants was influenced by the speed of service and special menus for children.

Motivations could also be influenced by personal factors such as tastes, habits, and nutrition knowledge (Brug, 2008), as well as characteristics such as socio-economic condition, education, age, mood, health, religion, advertising, nutrition, sex, culture, geography, and environment (Barker & Ritter, 1996). Khan and Hackler (1981) summarised this interplay between motivations and related influencers into three categories: personal systems (for

example, health and nutrition, monetary considerations, quality, convenience, sensory perceptions and managing relationship), life course (for example, current involvement and past experience), and influence (such as, ideals, resources, food context, personal factors, and social framework).

Restaurant experiences

Individuals' decisions to dine at specific healthy restaurants could be influenced by their restaurant experiences. Restaurant experiences refer to customers' knowledge and observations about the restaurant gained through their dining experience (Jeong & Jang, 2011). According to Olson et al (1982), spontaneous thoughts, or cognitive responses, are evoked by patrons' observations and influenced by prior knowledge, which in turn could be used to organise and interpret their perceptions about their restaurant dining experiences. These judgements that were derived from this cognitive process was used to make decisions about choosing to dine at healthy restaurants (Budisantoso, 2016; Kim & Moon, 2009)

Cognitive response to menu

Cognitive responses to menus are an integral part of the restaurant dining experience that affect individuals' restaurant patronage decisions. For example, In Newson's (2015) study, it was found that only 18% were satisfied with menus at healthy restaurants, as most perceived healthy food restaurants' menus to be more expensive, less tasty and less gratifying.

In relation to restaurant dining, customer perceptions could be divided into two types: service quality and merchandise quality (Kim & Moon, 2009). The perception of service quality is defined as a multilevel and multidimensional construct which is based on the customer's evaluation of 1) the outcome quality, 2) the quality of the physical environment and 3) the customer-employee interaction. Additionally, socioeconomic stratus also influences value judgements as individuals attempt to acquire and prepare food that is both healthy and desirable within their means (Maguire, 2016). It could also be suggested that while value for money was a priority for lower-income families, higher income families were influenced more by attitudes towards healthy food more than perceptions of value-for-money (Beagan et al., 2016).

Perception of Ambience

Finkelstein (1989) concluded that the restaurateur had long accepted ambience as a feature of dining out and being of equal importance and sometimes more important than the food itself, a sentiment that were reflected by several other sources. The statement was also supported by various sources which stated that physical, unique style or themes were the most motivating factors for customers to choose a restaurant (Robson et al., 2011). Ambience refers to the lighting, aroma, music, facility aesthetic, layout, table setting, service staff, and design themes of the restaurant (Bitner, 1992; Kotler, 1973; Yip & Mbouw, 2018). Although it was suggested that ambience could be considered more critical for fine dining or pricier restaurants, it was not surprising that any hedonic customer too would pay attention to its physical surrounding Wakefield & Blodgett, 1994). In line with this, the physical environment of the restaurant is essential to determine the customer's intention to return to visit (Wakafeld & Blodgett, 1996) and could even make customers indifferent to the taste of the food served (Spence & Piqueras-Fiszman, 2014).

Attitude towards healthy food

Individual perceptions of health value was another factor that encouraged individuals to choose to dine in healthy restaurants (Kang, 2015; Okumus, 2021). However, such perceptions could be influenced by many different factors (Schaefer et al., 2016). In the context

of healthy dining, attitudes could be influenced by individuals' hedonic expectations of dining at healthy restaurants, their expectations of achieving positive outcomes from engaging in healthy dining and their interest in consuming a healthy diet (Kang, 2015). In recent years, the number of customers liking healthy food increased (National Restaurant Association, 2017).

Satisfaction and re-patronage intention

Customer satisfaction is the emotional reaction to an object and the evaluation made by customers in considering the objects' quality and profits as well as the cost and effort paid (Barrett et al., 2015; Kunttu & Torkkeli, 2015). According to Parasuraman et al. (1988), the evaluation of service quality may influence customer satisfaction, which in turn affects behavioral intention. One dimension that influences satisfaction is the perception of service quality (Rust & Oliver, 1997).

Repatronage intention refers to customer's eagerness to maintain a relationship with a service provider and make subsequent purchases. Across numerous studies on repatronage intention, it was suggested that one main factor that propels one to revisit and repurchase is their level of satisfaction with the restaurant (Babin and Darden, 1996; Babin and Griffin, 1998; Brady et al., 2001; Fen & Lien, 2007; Jones and Sasser, 1995; Nikbin et al., 2011; Olivia et al., 1992; Stoel et al., 2004; Wakefield and Blodgett, 1994; Yen, 2013).

Research Purpose

Following up from these findings, the present research seeks to ascertain the similarities and differences among the relationships among the variables from this review in the context of Switzerland and Indonesia to elucidate relevant cultural variances. Accordingly, the following hypotheses were formed:

Hypothesis H1: The ambience in healthy food restaurants is associated with patron motivation to dine at the healthy restaurants in Indonesia.

Hypothesis H2: The cognitive response to menus in Indonesia is associated with healthy food restaurant patron motivation.

Hypothesis H3: The cognitive response of diners is associated with the perception of healthy food restaurant ambience in Indonesia.

Hypothesis H4: The cognitive response of diners is associated with the perception of healthy food restaurant atmosphere in Indonesia.

Hypothesis H5: Diners' healthy food restaurant repatronage intention is associated with diners' healthy food restaurant satisfaction in Indonesia.

Hypothesis H6: The perceptions of healthy food restaurant atmosphere is associated with healthy food restaurant patrons' motivation in Switzerland.

Hypothesis H7: The cognitive response of dinners in Switzerland is associated with healthy food restaurant patrons' motivation in Switzerland.

Hypothesis H8: The cognitive response of diners is associated with the perception of healthy food restaurant atmosphere in Switzerland.

Hypothesis H9: Diners' healthy food restaurant satisfaction is associated with the cognitive response of diners in Switzerland.

Hypothesis H10: Diners' healthy food restaurant repatronage intention is associated with diners' healthy food restaurant satisfaction in Switzerland.

Research Methodology

Design

The purpose of this study is to understand differences among healthy food restaurant patrons' motivation and restaurant experiences between Switzerland and in Indonesia. To

obtain accurate data, mixed methodology is utilized (Bell et al., 2018). The mixed methodology has two phases. In the first phase, the research employs qualitative research because literature regarding the healthy food restaurant patrons' motivation for Gen-Y has yet to be established. The interview results were recorded by the researcher using recording devices such as tape recorders, and hand phone voice notes application. Patrons of the restaurant were questioned about motivation, purpose and the underlying factors that drove them to visit a healthy food restaurant. Results from qualitative data collection was used to develop the questionnaire. In the second phase, quantitative methodology is then employed (Juliandi et al., 2014) to examine the relationship between the variables which are established from the qualitative interviews and literature review. A pilot study was then conducted by the researcher to make sure that the questionnaire was valid and reliable before being distributed to respondents.

Sample

The respondents were from Switzerland and Indonesia. A total of 200 respondents were selected to answer the research question. Among these 200 respondents, 100 were to be recruited from Switzerland while the remaining 100 were to be recruited from Indonesia. The final sample recruited for analysis consisted of 140 qualified data entries. Questionnaires were distributed to generation Y or millennials who were born 1982 – 2000 (Lancaster & Stillman, 2002; Twenge, 2010).

Below are the criteria for inclusion of respondents:

- (1) Has experiences in eating healthy food restaurant, minimally once
- (2) Age between 19-37 years old (Generation Y)

The researcher used purposive sampling/judgment sampling.

Materials

The developed questionnaire used in this study required participants to respond on a structured 7-point Likert scale to statements about dining motivation.

Part A of the questionnaire consisted of general demographic questions that aimed to make sure that respondents fit into the inclusion criteria. Part B comprised of the developed measurement scale on dining motivation, perception of restaurant atmosphere, cognitive responses, customer satisfaction and repatronage intention—identified through in-depth interviews and pilot study (See table I).[Table I]

Results

Qualitative data analysis

According to the interviews, participants have different motivations for visiting healthy food restaurants. Most of the participants stated that visiting a healthy food restaurant has become a part of their lifestyle. By getting used to eating healthy food, the participants tend to choose a healthy food restaurant over a regular restaurant. They also argued that by consuming food at a healthy food restaurant, they felt healthier. In addition, healthy food restaurants are generally comfortable. The participants agreed that a healthy food restaurant is convenient for eating or hanging out with friends. The layout and atmosphere of a healthy food restaurant make healthy food restaurants more comfortable. Some participants also claimed to be on a diet program. The participants visited healthy food restaurants to maintain their diet by eating the right amount of calories. The mood is also an essential motivational aspect that affects patrons' motivation to visit healthy food restaurants. Because healthy food restaurants are

comfortable, not crowded, and usually have classical music playing, patrons' mood becomes lighter and they can relieve stress, while also be able to gain a rewarding experience.

Preliminary Test Result

A preliminary test or pilot study was conducted to 30 respondents who are patrons of healthy food restaurant between the ages of 19-37 in Indonesia. The result of the test shows that Cronbach's alpha of motivation, atmosphere, cognitive responses, satisfaction, and repatronage intention are reliable because the Cronbach's alpha was higher than .70. Additionally, factor analysis was used on SPSS to measure validity, and the results displayed good validity.

Quantitative data analysis

Following the pilot test, it was concluded that the questionnaire exhibited reliability and validity and hence was suitable for test with a larger sample. Then, the researcher distributed questionnaires to participants in Indonesia and Switzerland. 100 participants from Indonesia and 40 participants from Switzerland participated in this study after discarding 98 entries and 11 entries from Indonesia and Switzerland accordingly, resulting in a final sample of 140 participants for analysis. Demographic information of the sample could be found in Table II.

Reliability Test

A reliability test using SPSS was conducted to investigate the trustworthiness and the stability of the research instrument when used with Indonesian and Swiss samples. Cronbach's Alpha was conducted to test the collected data. The formula for Cronbach's [Figure 1. near here]

In the present study, Cronbach's alpha for dining motivation, perception of atmosphere, cognitive responses, customer satisfaction and repatronage intention was obtained (See Table III). Since all alpha values were above 0.70, all measures demonstrated good reliability when used in both Indonesia and Switzerland (Bonett & Wright, 2015). [Table III]

Validity Test

Factor analyses were conducted using SPSS to test the validity of the measurement scale in Indonesia and Switzerland. The basis for measuring factor analysis is the Kaiser Meyer Olkin Measure of Sampling (KMO). In this study, the KMO value of each variable is more than 0.5: KMO in Indonesia (Motivation:0.810, Atmosphere: 0.825, Cognitive Responses: 0.805, Satisfaction: 0.883, Repatronage Intention: 0.592), and KMO in Switzerland (Motivation: 0.771, Atmosphere: 0.675, Cognitive Responses: 0.630, Satisfaction: 0.672, Repatronage Intention: 0.726). Hence, the measurement tools used displayed good validity both in Switzerland and Indonesia.

Satisfaction and repatronage intention

There were no factor differentiations in satisfaction and repatronage intention in Indonesia and Switzerland.

Partial Least Square analysis

A partial least square analysis was also conducted using SmartPLS (Table IV). [Figure 2. near here]

Based on the structural model above, the coefficient of determination or R square of the motivation on the atmosphere is 0.503, which means that the motivation variable moderately explains 50.3% of atmosphere. The coefficient of determination of the motivation

and atmosphere on cognitive responses is 0.634, which means that the motivation and atmosphere moderately explains 63.4% of cognitive responses. The coefficient of determination of cognitive responses on satisfaction is 0.445, which means that 44.5% of satisfaction can be explained by cognitive responses. Lastly, the coefficient of determination of satisfaction on repatronage intention is 0.596. Which means that satisfaction moderately explains 59.6% of repatronage intention. [Figure 3. near here]

Based on the structural model above, the coefficient of determination or R square of motivation on the atmosphere is 0.438, which means that the motivation variable moderately explain 43.8% of the atmosphere. The coefficient of determination of motivation and atmosphere on cognitive responses is 0.587, which means that the motivation and the atmosphere moderately explains 58.7% of cognitive responses. Further, the coefficient of determination of cognitive responses on satisfaction is 0.583, which means that cognitive responses moderately explains 58.3% of satisfaction. Lastly, the coefficient of determination of satisfaction on repatronage intention is 0.518, which means that satisfaction moderately explains 51.8% of repatronage intention.

Based on these findings, H1, H2, H3, H4, H6, H8, H9, and H10 were accepted, while H7 was rejected.

Discussion

Dining motivation

The results revealed four factors in the dining motivation of patrons in Indonesia and Switzerland, namely, living a healthy lifestyle, comfort level in restaurant, value for money and being on a diet. Mood in itself was not a motivating factor for patrons' decision to dine at healthy restaurants, but it was encapsulated under other motivating factors. In Indonesia, patrons' mood was related to comfort while in Switzerland, it was related to value for money. This suggests that Indonesians turn to dining out and healthy eating to boost their mood because it makes them feel comforted, while on the other hand, economic cost and the perception that the quality of food and services at restaurants should match for Swiss nationals to boost their mood. This coincides with past research, where it was shown that feeling comfortable and feeling "at home" was essential to Indonesians decisions to dine out (Pratminingsih et al., 2018) and that "happiness" was an important goal to choosing to dine out (Arsil et al., 2021), thus, emphasizing that Indonesian dining out culture places a heavy importance on feelings of comfort and positive mood. Similarly, in Switzerland, food decisions were closely related to economic costs (Franziska, 2019; Mestral et al., 2016; Moschitz, 2017), hence, supporting the findings of this study.

Perception of Atmosphere

The results revealed 3 factors in patrons' perception of atmosphere in Indonesia, namely, ambience, design and crowd level. This too, is supported by past research where store physical atmosphere and customer service—things that contribute to ambience—were found to be the two most critical aspects of decisions to dine out (Canny, 2013; Pratminingsih et al., 2018).

On the other hand, 4 factors influenced patrons' perception of atmosphere in Switzerland, namely, ambience, cleanliness, crowd level and layout. This suggests that for Swiss nationals, cleanliness and physical layout were distinctly from their perception of ambience unlike for Indonesians. This could be because Swiss nationals attributed truly unique characteristics of each restaurant, such as lighting, music and decor, as important to their dining

experience more so than Indonesians who prioritised food quality and physical setting in their dining decisions (Arsil et al., 2021; Canny, 2013; Pratminingsih, 2018; Vieregge et al., 2009).

Cognitive responses

In terms of cognitive responses, only reliability and customer service influenced Indonesians' cognitive responses to healthy food restaurants, while reliability, responsiveness, empathy and customer service quality affected patrons' cognitive responses in Switzerland. This is not surprising, given the heavy emphasis Indonesians placed on consistency of obtaining good food and good service at restaurants (Arsil et al., 2021; Canny, 2013; Pratminingsih, 2018). The four-factor differentiation found in Switzerland is similar to that found in the Servqual scale developed by Parasuraman et al. (1988). In his scale, Parasuraman et al. (1988) found that five factors- namely, tangibles, reliability, responsiveness, empathy and assurance- affected customers' perception of service quality in various service fields. The present study suggests that participants were more responsive to the customer service elements of the restaurant more so than the physical elements.

Perception of Atmosphere and Patrons' Motivation

Positive perceptions of atmosphere in healthy food restaurants increased patrons' motivation to visit the restaurants in both Indonesia and Switzerland. Hence, H1 and H6 were supported. This is supported by past research in Indonesia (Canny, 2013). Prior research has demonstrated that perceptions of a positive atmosphere helps to create a positive brand image of the restaurant, which increases diners' motivation to dine at the restaurant, thus supporting this finding (Jin et al., 2011). Such positive perceptions also increases positive spread of information about the restaurant, which increases the motivation of new patrons to visit the restaurant (Jeong & Jang, 2011).

Cognitive response and Patrons' Motivation

Cognitive responses to healthy food restaurants in Indonesia increased patrons' motivation to visit the restaurant in Indonesia, while it did not in Switzerland. Hence, the second hypothesis is supported while the seventh hypothesis is not.

Cognitive responses comprise of reliability, responsiveness, assurance, and empathy which reflect the service quality of employees at healthy food restaurants (Parasuraman et al., 1988). This is related to motivation because value for money and comfort are created by the provision of quality services (Tuncer et al., 2021).

The absence of this observation in Switzerland is surprising. This could be because Swiss patrons already have a healthy lifestyle, and diet motivation, so they are not affected by the service quality of healthy food restaurants. This is supported by findings that price was the biggest barrier to healthy eating in Switzerland across various demographic groups, more so than motivation (Mestral et al., 2016).

Cognitive response and perception of atmosphere

The cognitive response of diners is associated with the perception of healthy food restaurant atmosphere in Indonesia and Switzerland, hence the third and eight hypotheses are supported. On this basis, patrons typically form an impression, whether good or bad, of a restaurant based on its service quality such as the employees' empathy or their level of responsiveness. This is consistent with the definition of perception as "the process by which an individual select, organizes and interprets stimuli into a meaningful and coherent picture of the world" (Schiffman & Kanuk., 1997, p. 144).

Cognitive response, and customer satisfaction and repatronage intention

Positive cognitive responses was related with more satisfaction with healthy food restaurants in Indonesia and Switzerland, hence supporting the fourth and ninth hypotheses. Additionally, diners' healthy food restaurant repatronage intention is increased by satisfaction in Indonesia and Switzerland, thus, supporting hypothesis five and ten.

This is consistent with Parasuraman et al. (1988) that the evaluation of service quality, which is cognitive in nature, may influence satisfaction, which in turn affects behavioral intention to dine again at the restaurant, which has been a consistent finding in literature (Cha & Borchgrevink, 2018; Jani & Han, 2011; Rust & Oliver, 1997).

Conclusion

In this study, the researcher examined the patrons' motivation for healthy food restaurants in two countries at once, namely in Indonesia and Switzerland. After the analysis has been tested by Partial Least Square, the researcher found the same results between Indonesia and Switzerland as follows:

- (1) Patrons' motivation has a relationship with the atmosphere of healthy food restaurants
- (2) The atmosphere of healthy food restaurants has a relationship with patrons' cognitive responses
- (3) Patrons' cognitive responses have a relationship with patrons' satisfaction at healthy food restaurant
- (4) Patrons' satisfaction has a relationship with repatronage intention at the healthy food restaurants

Further, the test of the relationship between patron's motivation and cognitive responses at healthy food restaurants in Switzerland and Indonesia revealed different results. In Indonesia, patrons' motivation has a relationship with cognitive responses in healthy food restaurants whereas in Switzerland, Patrons' motivation is not related to cognitive responses in healthy food restaurants.

Finally, the researcher was only able to research healthy food restaurants in two countries, Indonesia and Switzerland. Therefore, the researcher also hopes that in the future will be more countries will be involved with more than 100 respondents.

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Declaration of conflicting interest

This research is no potential competing interest was reported by the authors.

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