Analysis of Factors Guests Consider for Eating and Drinking at Gloria Jean's Coffee

*1 I Gusti Nyoman Wiantara

*1 Universitas Triatma Mulya, Indonesia

*Correspondence:
nyoman.wiantara@triatmamulya.ac.id

Submission History:
Submitted: January 23rd, 2023
Revised: February 21st, 2023
Accepted: May 10th, 2023
Available Online: June 30th, 2023

Abstract
Tourism includes various service industries needed by tourists during their trips and temporary stays in the tourist destinations visited. Coffee shop is a type of business that is currently booming in Indonesia, especially in Bali. The purpose of this study was to find out the factors considered by guests to eat and drink at Gloria Jean's Coffee and to find out the dominant factors influencing guests' interest to eat and drink at Gloria Jean's Coffee. This research was conducted at Gloria Jeans Coffees with respondents totaling 100 respondents, the sample in this study was selected using the accidental sampling method. The data in the study were analyzed using exploratory factor analysis which was supported by the SPSS version 17.0 for windows statistical program. The results of this study are: 1) the explanation of each factor that becomes the guest's perception of eating and drinking at Gloria Jeans Coffees is the percentage considered by tourists in choosing Gloria Jeans Coffees of 78.521% can be explained by these three factors, namely factor 1 is called the advantage factor, factor 2 is called the supporting factor, factor 3 is called the image factor, and factor 4 is called the product and convenience factor. 2) Thus it can be concluded on these advantages factors that determine tourists choose Gloria Jeans Coffees are easy-to-reach locations, affordable food and beverage prices, information complexity, easy information, food and beverage lists according to standards with other Gloria outlets, complete facilities, employee ability to handle guest complaints, employee appearance, employee service and employee communication skills. 3) The supporting factors are formed by a strategic location, security, cleanliness and impressions from guests. 4) The image factor is formed by the employee's ability variable in handling guest complaints, employee friendliness variables and image variables. 5) the product and convenience factors are formed by the variable quality of food and beverages sold to consumers and the variables offered in the packages as well as the convenience variable.

Keywords: Factor analysis, Perception, Coffee Shop
INTRODUCTION

Bali is one of the provinces in Indonesia which has its own charm for tourists visiting Bali, both domestic and foreign tourists. Tourism according to Utama (2017: 20) is an activity that aims to provide tourism services, provide or operate tourist objects and attractions, tourism businesses and other businesses related to this field. In general, tourism can be interpreted as a trip that someone takes for recreation or vacation to a place that has potential and can be enjoyed. The business of providing food and beverage services is one of the sectors affected by tourism. Food and beverages for tourists was basic demand and expenditure (Wijayanti et al., 2021). According to (Abdillah and Wira Diana, 2018) the development of the food and beverage business in tourist destinations is expected to continue, because people currently perceive that eating and drinking are not only basic needs for them but also a place for recreation that brings happiness and can even bring a pride.

The development of the business world today is very rapid characterized by the increasingly massive use of information technology to support business activities, one of which is the coffee shop business. Coffee shop has now become a lifestyle for the community. A coffee shop is a place that serves processed coffee and snacks where the place is decorated and packaged in such a way as to attract consumers. Therefore, a modern coffee shop generally has a barista who plays an important role in serving quality and delicious coffee drinks to consumers. Thus the existence of a coffee shop and barista is an important factor to support the sustainability of its business. It was during this period that modern coffee shops began to appear across the country, marking the beginning of the third wave coffee marketing era. The third wave is a new era in the world of coffee refers to the way people drink coffee not only as a necessity but has become part of people's lifestyle (Santani, 2018). Besides, English must also be considered to support the success of communication with foreign tourists. English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana, Nitiasih & Budasi, 2016). It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018).
The skills and components of the language contained in them are still general and less relevant to the needs of student (Sudipa, Susanta, & Anggayana, 2020). Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019). It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019).

The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied can contribute to the Language Development and another researcher around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020).

Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014). Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019). Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021).

The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana, Osin, & Anggayana, 2020). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018).

The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019). Many language expressions can be used to greet and offer help to the customers. In using those expressions, choosing the proper expression that suits the situation and the degree of the formality is essential (Anggayana, 2022).
The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati, Dewi, Osin, & Anggayana, 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country’s foreign exchange (Osin, Pibriari & Anggayana, 2020). Produces rules relating to the use and use of language on hospitality students. It uses theories and other disciplines related to the use of language is essential (Anggayana, 2022). Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. This is very important to study, considering that hospitality students will often communicate with foreign guests, using English (Anggayana & Wartana, 2022). Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey, Osin, & Anggayana, 2022).

Today, the coffee commodity has been in the spotlight not only at the national level but also at the international level. This can be seen in the phenomena that have occurred in parts of the world where coffee shops have sprung up, both in villages as well as in town. Lifestyle is a person’s pattern of living in a different world expressed in their activities, interests and opinions (Kotler, 2002). Enjoying food and drinks becomes a motivation for several tourists, furthermore, that kind of activity is known as culinary tourism (Soeroso and Turgarini, 2020). This lifestyle will later become the identity of a consumer's personality. Consumers do not only judge a product or service based on the quality, promotional benefits provided, but they also want a communication and marketing activity that gives a sensation, touches their heart, and fits their lifestyle. Currently coffee shop business actors are forced to think creatively in maintaining and developing their business by implementing various methods such as implementing marketing strategies. This was done to increase market share during and after the Covid-19 pandemic, and how to manage limitations into business opportunities (Lutfi & Ihsan, 2021).

Apart from being a place to drink coffee and eat snacks, the coffee shop is also a place to gather, socialize, date, exchange ideas, expand networks, and even become a place to conduct business prospecting among executives (Drinking Coffee Lifestyle Section) so that the need for foreign coffee shops and local coffee shops continues to grow. There are various types of coffee shops, both local, such as Bakoel Coffee, Mister bean coffee, Janji Jiwa coffee, J.CO Donuts & Coffee, as well as foreign coffee shops such as Starbucks, Coffee Bean & Tea Leave, Black Canyon Coffees and Gloria Jeans Coffee. The presence of coffee shops to meet
the needs of foreign tourists is also to meet the needs of local communities. Customers are faced with several choices of foreign and local coffee shops with complete supporting facilities, competitive prices and very varied and competitive quality of service.

Gloria Jean's Coffee is one of the franchising coffee shops located in the Badung district which has an international standard. Its presence in Bali makes it very easy for foreign tourists, especially Australian tourists, to find quality food and drinks that are the same quality as those in their country. In the service industry, service quality plays an important role in adding value to the overall service experience. Therefore, a coffee shop that is able to provide the best quality service will develop and be able to retain its customers. “Since superior quality is one of the important factors in controlling the service industry, Lee, Barker, & Kandampully (2003) suggest that improving service quality across all departments is paramount in industry continuity” (Pei, Akbar & David, 2005). In addition, Sofjan (2011: 198) the marketing mix is one of the elements in an integrated marketing strategy, namely the marketing mix strategy, which is a strategy carried out by the company, which relates to determining how the company presents market product offerings to certain segments, which are its target market, mix marketing an integrated set of controllable tactical marketing tools (product, price, place, promotion and people) to determine the target market response desired by the company.

Based on M. Rei and Ferdinand in the book Food and Beverage Service (1985: 18) : definition of quality for lodging industry is the consistent delivery of services and products based on standards established by individual properties or chains. From this opinion, that quality in the service industry is services and products that are provided continuously based on predetermined standards. However, it is not known exactly what factors are considered by guests to eat and drink at Gloria Jean’s Coffee because each customer has different reasons. For this reason, this study aims to determine what factors are considered by customers to eat and drink at Gloria Jean’s Coffees.

**METHOD**

The location of this research was conducted at Gloria Jean’s Coffee at Patih Jelantik Istana Kuta Galeria.

Data collection techniques used by researchers in this research to support perfection in answering the formulation of the problem under study is a questionnaire, according to Sugiyono (2015) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires were
handed over to the respondents to be answered freely without any influence from the researcher. The measurement scale used in this study is the Likert scale. The use of a Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena, where alternative answers are provided consisting of five choices. Apart from going through a questionnaire, the next data collection technique is documentation. According to Sugiyono (2017) documentation is a record of events that have been researched. Documents can be in the form of writing, pictures, or monumental works for someone. According to Supranto (2001: 99) said that in order to obtain good results, the number of respondents who will be taken to answer the questionnaire is as much as 5 or 10 times the variables that will be included in the questionnaire. For example, in a questionnaire containing 20 question items, then the number of respondents who have to fill out the questionnaire is 100 respondents, namely 5 X 20 question items = 100 respondents. Sampling in this study used guests who were directly found at the research location.

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Operational Variables, Indicators and Question Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>Operational Variables</td>
</tr>
<tr>
<td>1.</td>
<td>Place</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Price</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Promotion</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 4. | Product | X7 List of food and drinks offered according to standards  
X8 quality food and drink offered  
X9 Packages offered such as BOGO (Buy One Get One), cheap packages, stamp cards, discounts for both regular customers and for certain credit card users  
X10 Complete facilities provided  
X11 Guaranteed consumer safety  
X12 Cleanliness and neat environment  
X13 Convenience that makes visitors feel at home | 7. | What do you think about Gloria Jeans Coffee variance of drink and meal list?  
8. | What do you think about the quality of food and beverage that served in Gloria Jeans Coffee?  
9. | What do you think about the compliment that offered in Gloria Jeans Coffee?  
10. | What do you think about the facilities in Gloria Jeans Coffee?  
11. | What do you think about safety feeling in Gloria Jeans Coffee?  
12. | What do you think about Gloria Jeans Coffee Cleanlines?  
13. | What do you think about the comfortable in Gloria Jeans Coffee? |
| --- | --- | --- | --- | --- | --- | --- |
| 5. | People | X14 The ability of employees to handle guest complaints | 14. | What do you think about the ability of staff in handling complain?  
X15 Friendliness of employees when interacting with guests | 15. | What do you think about friendliness of Gloria Jeans Coffee staff? |
| X16 Appearance of employees, namely the tidiness and cleanliness of uniforms and physical appearance of employees | 16. | What do you think about the performance of Gloria Jeans Coffee staff? |
| X17 Employee service, namely the speed of service provided by employees starting from guest orders, the process of making guest orders up to the guest table | 17. | What do you think about the service in Gloria Jeans Coffee? |
| X18 Ability to communicate with guests | 18. | What do you think about the ability of Gloria Jeans Coffee staff to communicate with the guest? |
6. Positioning

<table>
<thead>
<tr>
<th></th>
<th>X19 Image of how guests view Gloria Jeans Coffees</th>
<th>19. What do you think about the image of Gloria Jeans Coffee?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X20 These are the opinions of guests after visiting Gloria Jeans Coffees</td>
<td>20. What is your last impression about Gloria Jeans Coffee?</td>
</tr>
</tbody>
</table>

Research sources

The analysis used in this research is factor analysis. After distributing the questionnaires, a feasibility check of the questionnaire was carried out. Furthermore, data tabulation and descriptive statistical analysis to determine the characteristics of the respondents. Test the validity and reliability of research instruments and test the feasibility of variables. Furthermore, the extraction method determines the number of factors, factor rotation, factor naming and determines the accuracy of the factor analysis model.

FINDING AND DISCUSSION

The number of respondents in this study were 100 people and could be grouped according to age, gender, last education and length of work as follows:

1. Characteristics of Respondents by Age

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valid</td>
<td>&lt; 20</td>
<td>19</td>
<td>19.0</td>
<td>19.0</td>
</tr>
<tr>
<td></td>
<td>20-30</td>
<td>13</td>
<td>13.0</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>24</td>
<td>24.0</td>
<td>24.0</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>32</td>
<td>32.0</td>
<td>32.0</td>
</tr>
<tr>
<td>&gt;50</td>
<td>12</td>
<td>12.0</td>
<td>12.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Data processed from research results

The information obtained from the table above shows that the characteristics of the respondents who chose Gloria Jean's Coffee were 19 people or 19.0% who were less than 20 years old. There are 13 people or 13.0% aged 20 to 30 years. There are 24 people or 24.0% aged 31 to 40 years. There were 32 people or 32.0% aged 41 to 50 years and 12 people or 12.0% were over 50 years old.
2. Characteristics of Respondents by Gender

Table 4
Characteristics of Respondents Based on Gender

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Female</td>
<td>42</td>
<td>42.0</td>
<td>42.0</td>
</tr>
<tr>
<td>Male</td>
<td>58</td>
<td>58.0</td>
<td>58.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Data processed from research results

Based on the table it can be explained that the characteristics of the respondents who chose Gloria Jeans Coffee were mostly male. In the table there are 58 people or 58.0% of the respondents who are male while there are 42 people who are female or 42.0.

3. Characteristics of Respondents by Occupation

Table 5
Characteristics of Respondents Based on Occupation

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Self-employed</td>
<td>53</td>
<td>53.0</td>
<td>53.0</td>
<td>53.0</td>
</tr>
<tr>
<td>Government employees</td>
<td>9</td>
<td>9.0</td>
<td>9.0</td>
<td>9.0</td>
</tr>
<tr>
<td>Private employees</td>
<td>26</td>
<td>26.0</td>
<td>26.0</td>
<td>26.0</td>
</tr>
<tr>
<td>Etc</td>
<td>12</td>
<td>12.0</td>
<td>12.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed from research results

Based on the table above, there are characteristics of respondents who choose Gloria Jeans Coffees as many as 53 people or 53.0 as entrepreneurs. There are as many as 9 people or 9.0% as civil servants. There were 26 people or 26.0% as civil servants. There are as many as 12 people or 12.0% as private employees.
4. Characteristics of Respondents by Nationality

Table 6
Characteristics of Respondents Based on Nationality

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Domestic</td>
<td>40</td>
<td>40.0</td>
</tr>
<tr>
<td></td>
<td>Asia</td>
<td>11</td>
<td>11.0</td>
</tr>
<tr>
<td></td>
<td>Eropa</td>
<td>39</td>
<td>39.0</td>
</tr>
<tr>
<td></td>
<td>Australia</td>
<td>3</td>
<td>3.0</td>
</tr>
<tr>
<td></td>
<td>America</td>
<td>7</td>
<td>7.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Data processed from research results

Based on the table above, that the country of origin of the respondents who chose Gloria Jeans Coffee were as many as 40 people or 40.0% came from domestic tourists. There were 11 people or 11.0% came from Asia. There were 39 people or 39.0% came from Europe. There were as many as 3 people or 3.0% came from Australia. There were as many as 7 people or 7.0% came from America.

**Validity Test and Reliability Test**

Validity and reliability testing is important so that the primary data collected is valid so that it can answer research problems, in the context of quantitative research, the right conclusion is always based on the right quantitative research instrument (Budiastuti and Bandur, 2018). Based on validity test r-count of 20 variabel were higher than r-table (<0.361), than can be avowed that each item in this study questionnaire is valid. Furthermore, based on the results of reliability test corbarch alpa value was 0.916 is higher than 0.70, it means that the instrument can provide consistent score results on each measurement. Thus, the measurement tool (item/question items) still provides consistent measurement results at different times (Bolarinwa, 2015). The value of the reliability test was more than 0.90 which means that this questionnaire was excellent (Budiastuti and Bandur, 2018).
Factor Analysis

Based on the exploratory analysis factor technique, the first step is assess data suitability using KMO and Bartlett’s Test.

KMO and Bartlett’s Test Results

The value of KMO is 0.820, which means the sample size in this study is adequate because it is known that the KMO value is >0.50, it is considered feasible to be tested for factor analysis (Shrestha, 2021a). Furthermore, the Bartlett's test value is 0.000 <0.050, which means the variable and sample in this study can be tested using factor analysis.

In determining the number of factors, each is a combination of several correlated variables based on eigenvalues. The factors selected for further analysis in a model are based on the constraints on factors that have an eigenvalue > 1. In accordance with this, there are 4 factors that explain 78.521% of the total variance factors considered by tourists in choosing Gloria Jeans Coffees.

Table 8

Number of Factors

Based on the table above, it can be explained that factor 1 has an eigenvalue of 10.160 with a variance contribution of 50.802%. The factor 2 is 2.673 with a variance contribution of 13.363%. Factor 3 has an eigenvalue of 1.764 with a variance contribution of 8.819% and factor 4 has an eigenvalue of 1.108 with a variance contribution of 5.538% so that the cumulative total variance formed by these four factors is 78.521%.
The factor matrix is transformed into a simpler matrix so that it is more interpretable through factor rotation. In this analysis, factor rotation uses the varimax rotation technique.

Table 9
Factor Rotation Results

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Variable</th>
<th>Eigenvalue</th>
<th>Loading Factor</th>
<th>Percentage of Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advantages</td>
<td>X1, X3, X5, X6, X7, X10, X14, X16, X17, X18</td>
<td>10.160</td>
<td>0.872, 0.879, 0.899, 0.825, 0.883, 0.829, 0.892, 0.839, 0.853, 0.931</td>
<td>50.802</td>
</tr>
<tr>
<td>2</td>
<td>Supplementary/Supporting</td>
<td>X2, X11, X12, X20</td>
<td>2.673</td>
<td>0.884, 0.731, 0.521, 0.894</td>
<td>13.363</td>
</tr>
<tr>
<td>3</td>
<td>Image</td>
<td>X4, X15, X19</td>
<td>1.764</td>
<td>0.882, 0.582, 0.901</td>
<td>8.819</td>
</tr>
<tr>
<td>4</td>
<td>Product and convenience</td>
<td>X8, X9, X13</td>
<td>1.108</td>
<td>0.779, 0.527, 0.671</td>
<td>5.538</td>
</tr>
</tbody>
</table>

The table above shows that there are 20 variables that have a loading factor > 0.45 so that they are grouped into 4 factors which achieve a cumulative variation of 78.521%. This means that the percentage considered by tourists in choosing Gloria Jeans Coffees of 78.521% can be explained by these three factors, namely factor 1 is called the advantage factor, factor 2 is called the supporting factor, factor 3 is called the image factor, and factor 4 is called the product and convenience factor.

Factor interpretation is done by grouping variables that have a minimum loading factor of 0.45. The higher the loading factor means the closer the relationship between the variables and these factors. The explanation of each factor that becomes the guest’s perception of eating and drinking at Gloria Jeans Coffees is:

a. Advantage Factor

The advantage factor has an eigenvalue of 10.160 and a determining variance percentage value of 50.802%. This factor is formed by the easily accessible location variable (X1) with a loading factor of 0.872. Affordable food and beverage prices
(X3) with a loading factor of 0.879, information complexity (X5) with a loading factor of 0.899, easy information (X6) with a loading factor of 0.825, a list of foods and drinks offered to consumers according to standards (X7) with a loading factor 0.883, completeness of facilities (X10) with a loading factor of 0.829, the ability of employees to handle guest complaints (X14) with a loading factor of 0.892. Employee appearance (X16) with a loading factor of 0.839, employee service (X17) with a loading factor of 0.853, the ability of employees to communicate (X18) with a loading factor of 0.931. Thus it can be concluded on these advantages factors that determine tourists choose Gloria Jeans Coffees are easy-to-reach locations, affordable food and beverage prices, information complexity, easy information, food and beverage lists according to standards with other Gloria outlets, complete facilities, employee ability to handle guest complaints, employee appearance, employee service and employee communication skills.

b. Supporting factors

The supporting factors have an eigenvalue of 2.673 and the percentage variance value that determines the guest’s decision to eat and drink at Gloria Jeans Coffees is 13.363%. This factor is formed by a strategic location (X20) with a loading factor of 0.884, security (X11) with a loading factor of 0.731, cleanliness (X12) with a loading factor of 0.521 and impression (X20) with a loading factor of 0.894. Thus it can be concluded that the supporting factors are formed by a strategic location, security, cleanliness and impressions from guests.

c. Image Factor

The image factor has an eigenvalue of 1.764 with a variance percentage value of 8.819% which determines the guest’s decision to eat and drink at Gloria Jeans Coffees by 8.819%. This factor is formed by the employee’s ability to handle guest complaints (X4) with a loading factor of 0.882, employee friendliness variable (X15) with a loading factor of 0.582 and image variable (X19) with a loading factor of 0.901. Thus the image factor is formed by the employee’s ability variable in handling guest complaints, employee friendliness variables and image variables.

d. Product and convenience Factor

The product and convenience factors have an eigenvalue of 1.108 with a variance percentage value of 5.538% which determines the guest’s decision to eat and drink at Gloria Jeans Coffees by 5.538%. This factor is formed by the variable quality of food and beverages sold to consumers (X8) with a loading factor of 0.779, the
variable packages offered (X9) with a loading factor of 0.527 and the convenience variable (X13) with a loading factor of 0.671. Thus the product and convenience factors are formed by the variable quality of food and beverages sold to consumers and the variables offered in the packages as well as the convenience variable.

CONCLUSION

Based on the results of data analysis and discussion, it can concluded namely:
1. The explanation of each factor that becomes the guest's perception of eating and drinking at Gloria Jeans Coffees is the percentage considered by tourists in choosing Gloria Jeans Coffees of 78.521% can be explained by these three factors, namely factor 1 is called the advantage factor, factor 2 is called the supporting factor, factor 3 is called the image factor, and factor 4 is called the product and convenience factor.
2. Advantages factors that determine tourists choose Gloria Jeans Coffees are easy-to-reach locations, affordable food and beverage prices, information complexity, easy information, food and beverage lists according to standards with other Gloria outlets, complete facilities, employee ability to handle guest complaints, employee appearance, employee service and employee communication skills.
3. The supporting factors are formed by a strategic location, security, cleanliness and impressions from guests.
4. The image factor is formed by the employee's ability variable in handling guest complaints, employee friendliness variables and image variables.
5. The product and convenience factors are formed by the variable quality of food and beverages sold to consumers and the variables offered in the packages as well as the convenience variable.

REFERENCES


PAIR-SHARE PADA MAHASISWA JURUSAN TATA HIDANGAN DI AKADEMI KOMUNITAS MANAJEMEN PERHOTELAN INDONESIA. SINTESA.