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THE EFFECT OF THE HEALTHY FOOD MENU VARIATION ON INTENTION TO VISIT SALADSTOP! CILANDAK TOWN SQUARE JAKARTA

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Abstract

This study examines the influence of healthy food menu variation on consumer visit intention at SaladStop! Cilandak Town Square. A quantitative research approach was employed to provide measurable and objective insights into consumer behavior. Primary data were collected from 96 respondents using an accidental sampling technique, in which participants were selected based on their availability and relevance to the study criteria. Respondents were required to be at least 17 years old and to have prior experience visiting the restaurant, either for dine-in or take-away purposes, ensuring that their responses reflected actual consumption experiences. Data analysis was conducted using simple linear regression with SPSS version 26 to determine the relationship between menu variation and visit intention. The t-test results demonstrate that healthy menu variation has a statistically significant effect on visit intention, indicated by a significance value of 0.000 ($p < 0.05$). Furthermore, the calculated t-value of 11.552 exceeds the critical t-table value of 1.98498, confirming the strength of this relationship. The coefficient of determination reveals that 58.7% of the variance in visit intention can be explained by menu variation. These findings highlight the importance of continuous menu innovation as a strategic approach for restaurant management to enhance customer engagement and encourage repeat visits.

Keywords: Menu Variation, Healthy Food, Visit Intention

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Introduction

This research is motivated by technological developments that have resulted in challenges and competition in the business world. The world of the culinary business is no exception, which is high because there are many actors in the culinary business. In fact, in 2017 alone, out of 16 sectors, the culinary business sector alone contributed up to 34% to the creative economy (Juniman, 2017). This makes business people have to find a way out for their business to face these challenges and competition. One thing that can be done is to switch to an online business completely. Apart from being supported by technological developments, online businesses can reduce some capital and are supported by the consumer shopping behavior, which is now starting to switch to online shopping (Hapsari et al., 2020).

However, what about culinary businesses that are still implementing offline or mixed systems? Indeed, more attention is needed to various factors so that they can build and influence the interest of prospective buyers to come/buy directly. What can be done is to provide what the community needs, such as healthy food. This is supported by the fact that as many as 71.8 – 86.3% of people started consuming healthy food during the Covid-19 pandemic (Utami & Sani, 2021). In addition, culinary entrepreneurs can also pay attention to people's preferences and lifestyles in choosing healthy food, such as the prohibition of eating processed animals for certain beliefs, food allergies, special nutritional needs, up to food restrictions for vegetarians and vegans. For these various reasons, it is hoped that culinary entrepreneurs can provide a varied menu of healthy food to increase the likelihood that some groups will accept it.

One restaurant-based culinary business providing healthy food is SaladStop!, the largest salad-based healthy food pioneer in Asia, founded in 2009 in Singapore. SaladStop! has expanded its business wings to various countries, including Indonesia. SaladStop! Provide nutritional information on the menu and filters for consumers with restrictions on certain food ingredients. SaladStop! also provides "create your own", where consumers can choose "their salad", from the base and toppings to the available dressings. Of course, this can make it easier for consumers to choose healthy food menus at SaladStop!

One of the outlets that became the object of this research is an outlet in the South Jakarta area, precisely at Cilandak Town Square. SaladStop! Cilandak Townsquare is on the ground floor and has been operating since January 2022. SaladStop!, which stands in Cilandak Town Square, differs from other outlets where SaladStop! Cilandak Townsquare is the first outlet in Indonesia in collaboration with Flash Coffee.

However, it cannot be denied that there is still competition with culinary businesses of the same type, even with the online-based ones, where consumers do not need to come in person to buy food products. So, in this research, we will see whether the menu provided at SaladStop! Whether it is that varied or not to influence intention to visit, and how much influence is.

In Kotler's 2006 book entitled “Marketing for Hospitality and Tourism”, it is assumed that the consumers' visit intention can be equated with buying interest because both can be seen from the same consumer behaviour (qtd. in Edithania, 2018). Therefore, this research focuses on the interest in visiting, which can be equated with the interest in buying directly from a restaurant (offline).

Previous research by Clara (2022) and Utari et al. (2022) shows that menu/product variation variables affect consumer buying interest. In contrast, research conducted by Soleha (2020) shows that menu variations do not positively affect consumer buying interest.

The hypothesis in this research is, as follow:

H0: there is no effect of healthy food menu variations on the intention to visit at SaladStop!

Ha: there is an effect of a healthy food menu variation on the intention to visit SaladStop!

Cilandak Townsquare, South Jakarta and Cilandak Town Square, South Jakarta.

Methodology

The research method used is a quantitative method, where the data obtained will be processed to get answers to answer the hypothesis and formulate the problem. The variables in this research consisted of healthy food menu variation as the independent variable (X) and visit intention as the dependent variable (Y). The two variables were measured using a Likert scale with categories 5: strongly agree, 4: agree, 3: neutral, 2: disagree, 1: strongly disagree (Sugiyono, 2018).

The population in this research is unlimited because there is a large number, and the exact number is unknown. So, the formula for the number of samples used was the Lemeshow formula (qtd. in Putri et al., 2022), The results found that 96 samples were taken using the accidental sampling technique according to the respondent's criteria. The analytical method used is descriptive statistical analysis, validity test, reliability test, normality test, correlation coefficient test, coefficient of determination test, and hypothesis testing (t-test and significance value) using the help of the SPSS version 26 application and Ms. Excel for coding

Findings and Discussions

Respondents in this research were dominated by 74% women, and the remaining 26% of respondents were men. Respondents in this research were also dominated by respondents aged 21-25 years, with a percentage of more than 50%.

Of the 96 respondents, the characteristics of respondents according to occupation were dominated by respondents already working, which could also be influenced by the location of Cilandak Townsquare, which is close to office buildings. For respondents who worked as employees, it reached 40.6% (39 respondents), 2.1% (2 respondents) worked as civil servants, 5.2% (5 respondents) worked as entrepreneurs, 11.5% (11 respondents) as housewives, and 38.5% (37 respondents) who are still students and students. So, it can be concluded that SaladStop! Cilandak Townsquare is dominated by working consumers.

Of the 96 respondents who had made in-person visits, both for dine-in and takeaway, dominated by 49% of respondents had visited the location 1-2 times, 33.3% of respondents 3-4 times, 7.3% of respondents 5-6 times, 4.2% of respondents 7-8 times, and 6.3% of respondents who had visited more than six times. From these data, many consumers still visit with little intensity.

Based on Table 1, In terms of consuming healthy foods, it was found that 39.6% of respondents admitted that they consumed healthy food to maintain a healthy body. In addition, 31.3% of respondents eat healthy foods to control their weight. These two reasons are the reasons most chosen by respondents. Most consumers pay more attention to their weight to maintain a healthy body.

Table 1: Characteristics of Respondents Based on Reasons for Consuming Healthy Foods

Reasons	Number of Respondents	Percentage
Control weight	30	31,3 %
Increase muscle mass	3	3,1 %
Increase Stamina	1	1 %
Maintain the digestive system	14	14,6 %
Caring for skin health	5	5,2 %
Maintain body health	38	39,6 %
Reducing the risk of disease (diabetes, heart disease, cancer, etc.)	5	5,2 %
TOTAL	**96**	**100%**

Table 2 describes the characteristics of respondents based on the priority of nutrition information. When viewed from the nutritional information that respondents prioritize most when choosing healthy food, as many as 53.1% prioritize energy or calories. Followed by 36.5% of respondents who chose the amount of protein, 8.3% of respondents chose the amount of carbohydrates, and 2.1% of respondents chose the amount of fat. More consumers pay more attention to calorie intake in the food menu that they will consume. This may be a consideration for SaladStop!, wherein the display menu is shown, and only nutritional information is given in the form of the number of calories to make it easier for consumers to choose a menu according to the number of calories needed. However, other nutritional information, such as the amount of protein, fat, and carbohydrates, has also been provided by SaladStop!; however, this information can only be accessed for free on the official SaladStop! website.

Table 2: Characteristics of Respondents Based on Priority of Nutrition Information

Nutrition Information	Number of Respondents	Percentage
Energy (Calories)	51	53,1 %
Protein (grams)	35	36,5 %
Fat (grams)	2	2,1 %
Carbohydrate (grams)	8	8,3 %
TOTAL	96	100%

Table 3 shows the top 2 choices, indicating respondents' choices in the various food categories available at SaladStop!. In this section, each respondent can choose several answers in a category, so the percentage value is based on the number of responses/votes.

Based on the table, several things can be discussed and used as suggestions for SaladStop's food menu. Firstly, the smoked chicken topping in the meat category received the second most votes, whereas the Smoked Chicken topping menu is no longer available, so this can be used as input for SaladStop! If they want to return and provide the topping. In the Asian dressing category, the statement "disliked the Asian dressing choice" received the second most votes. In the pastry category, "Prefer not to buy pastry products at SaladStop!" received the most votes first, so this can be used as a further suggestion for SaladStop! in developing or marketing their pastry products.

Table 3: Respondents' Preferences in Choosing Healthy Food at SaladStop! Cilandak Townsquare, South Jakarta Based on Several Categories.

Base Salad Category	
Salad Bowls	76%
Wraps	28,1%
Warm Quinoa Bowl Category	
Brown Rice	38,5%
Quinoa	25%
Greens Category	
Organic Romaine	64,6%
Organic Baby Spinach	42,7%
Meat Category	
Roasted Chicken Breast	47,9%
Smoked Chicken	44,8%
Soy Category	
Tempeh Crisps and Tofu (Tahu)	32,3%

Seared Tofu and Edamame	31,3%
Seafood Category	
Smoked Salmon	40,6%
Baked Salmon	39,6%
Nuts Category	
Roasted Almonds	40,6%
Not Consuming Nuts	19,8%
Cheese / Dairy Products Category	
Cheddar	63,5%
Shaved Parmesan	35,4%
Fruits Category	
Avocado	51%
Grapes & Mango	30,2%
Mushrooms Category	
Warm Baked Mushwooms	55,2%
Mushrooms	44,8%
Gluten Category	
Potatoes	56,3%
Crutons	34,4%
Another Topping Category	
Broccoli	46,9%
Sweet Corn	43,8%
Western Dressing Category	
Classic Caesar	31,3%
Smoky Ranch	29,2%
Asian Dressing Category	
Bulgogi Aioli	27,1%
Disliked the Asian Dressing Choice	20,8%
Pastry Category	
Banana Walnut Cake & “Prefer not to buy pastry products at SaladStop!”	37,5%
Carrot Chia Cake	19,8%
Dessert Category	
Mango Yogurt	41,7%
“Prefer not to buy dessert products at SaladStop!”	28,1%

Next, the average (mean score) of each questionnaire statement will be described, in which the distribution of the average value is obtained using the class length formula. The class length obtained is 0.8 so that the results of the scale range can be obtained to describe the average value of respondents' answers (Table 4).

Table 4: Range of Average Scale (Mean) of Respondents' Answers
[Source: Sugiyono, 2018]

Mean Score Range	Description
1,00 – 1,79	Strongly Disagree
1,80 – 2,59	Disagree
2,60 – 3,39	Neutral
3,40 – 4,19	Agree
4,20 – 5,00	Strongly Agree

Table 5 describes the average (means score) of variable X. For the menu variation variable statement questionnaire (X), eight questions represent it. Based on the results of the descriptive statistical analysis, statement X.2, "SaladStop! Cilandak Townsquare provides healthy food menu variants that can be consumed for vegetarians and vegans", getting the highest average score of 4.55 (Strongly Agree). It can be influenced that it is true SaladStop! provides menus for vegans (go ginza) and vegetarians (iron "wo" man and truffle wonder) and directly provides information on the menu display that vegans and vegetarian can consume these menus, so this is what makes respondents feel strongly agree that SaladStop! Cilandak Townsquare provides a variety of healthy food menus that vegetarians and vegans can consume. Overall, the total average for the eight statements representing the menu variation variable (X) is 4.39, so it can be concluded that respondents strongly agree with these statements. The following table presents the average value of each questionnaire statement in this research.

Table 5: Mean Score Statement of Variable X

No	Statements	Mean	Remarks
X1	Salad Stop Offers varied healthy food	4.46	Strongly Agree
X2	Salad Stop offers healthy food for vegans and vegetarians	4.55	Strongly Agree
X3	Innovation made by Salad Stop is much better than before	4.22	Strongly Agree
X4	Innovation made by Salad Stop is in accordance with current social norms	4.32	Strongly Agree
X5	I like the healthy food menu offered by Salad Stop	4.53	Strongly Agree
X6	The healthy food menu offered by Salad Stop meets my expectations	4.34	Strongly Agree
X7	The portion of the food in the Salad Stop is sufficient	4.32	Strongly Agree
X8	The portion of the food in the Salad Stop is in accordance with my order	4.36	Strongly Agree
	Overall Mean	4.39	Strongly Agree

Table 6 describes the average (mean score) variable Y. Descriptive statistical analysis was also carried out for statements representing the variable intention to visit (Y). The highest average score is in the statement Y.1, "I am interested in visiting SaladStop! Cilandak Townsquare to buy its healthy food products (buy directly)", and Y.2 ", I am interested in buying products at

SaladStop! Cilandak Townsquare directly because of the availability of various healthy foods", each of which scored 4.44 (strongly agree). Both of these statements are representative indicators of transactional interest, so it can be concluded that respondents already have a high interest in buying SaladStop! directly at the store. The results of the total average value is 4.25, which means strongly agree, so it can be seen that most respondents strongly agreed with the variable statements of intention to visit (Y).

Table 6: Mean Score Statement of Variable Y

No	Statements	Mean	Remarks
Y1	I am interested to visit Salad Stop outlet to buy the healthy food products	4.44	Strongly Agree
Y2	I am interested in buying Salad Stop's healthy food directly from its outlet	4.44	Strongly Agree
Y3	I recommend that others to buy healthy food offered by Salad Stop	4.25	Strongly Agree
Y4	I know information about healthy food in the Salad Stop that I recommend to others	4.17	Agree
Y5	I buy the healthy food menu offered by Salad Stop because it meets my needs	4.36	Strongly Agree
Y6	I chose Salad Stop over other restaurants	3.93	Agree
Y7	I always search for information on the healthy food offered by Salad Stop	4.26	Strongly Agree
Y8	I am looking for the details of the location of Salad Stop	4.13	Agree
	Overall Mean	4.25	Strongly Agree

Based on the results of the validity test summarized in Table 7, the r-count of each statement on the variable menu variation (X) and intention to visit (Y) is greater than r-table, so it can be concluded that all statements in this research questionnaire are valid.

Table 7: Validity Test Result

Variable	r-count range	r-tabel	Description
Menu Variation (X)	0,543 – 0,772	0,2006	Valid
Visiting Intention (Y)	0,531 – 0,753	0,2006	Valid

Based on table 8, Cronbach's alpha value for the menu variation variable questionnaire (X) is 0.811, while the intention to visit variable (Y) is 0.803. Both values are greater than 0.6, so it can be concluded that the research questionnaire is reliable.

Table 8: Reliability Test Result

Variable	***Alpha Cronbach***
Menu Variation (X)	0,811
Visiting Intention (Y)	0,803

Based on Table 9, the sig./P-value shows a value of 0.073, where 0.073 is greater than 0.05, so it can be concluded that the data obtained in this research were normally distributed.

Table 9: Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			96
Normal Parameters[a,b]		Mean	.0000000
		Std. Deviation	2.32160825
Most Differences	Extreme	Absolute	.087
		Positive	.050
		Negative	-.087
Test Statistic			.087
Asymp. Sig. (2-tailed)			**.073**[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

In the results of the Pearson product-moment correlation coefficient test in the table 10, this research has a correlation coefficient (R) value of 0.766 (positive value). So the menu variation variable (X) with intention to visit (Y) has a positive and strong relationship.

Table 10 : Pearson Product Moment Correlation Value and Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766	.587	.582	2.334

a. Predictors: (Constant), TOTAL_X
b. Dependent Variable: TOTAL_Y

To see how much influence the menu variation (X) has on intention to visit (Y), a coefficient of determination (R-squared) test was carried out, which produced a value of 0.587. So the menu variation variable (X) influences the intention to visit (Y) as much as 58.7%, and the remaining 41.3% is influenced by other factors not examined in this research (Table 10).

The t-count value is 11.552, where this value is greater than the t-table value (1.98498) as whon in Table 11. When viewed from the significance value, a value of 0.000 has been obtained, where this value is smaller than 0.05. Based on the t-test results and the significance value, it can be concluded that Ha is accepted and H0 is rejected. Through this research, it can be seen that a variety of healthy food menus affect the intention to visit SaladStop! Cilandak Town Square, South Jakarta. Based on the results of the hypothesis testing, this research aligns with and supports the research conducted by Clara (2022) and Utari et al. (2022).

Table 11 : T-Test and Significant Value Result

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.777	2.538		1.882	.063
	TOTAL_X	.831	.072	.766	**11.552**	**.000**

a. Dependent Variable: TOTAL_Y

Conclusion

This research concludes that there is an effect of healthy food menu variation on the visit intention to SaladStop! Cilandak Town square. The influence of healthy food menu variation on the intention to visit SaladStop! Cilandak Townsquare is 58.7%, and the remaining 41.3% is influenced by other factors not examined in this research. When viewed from the correlation coefficient, healthy food menu variations and visiting intentions have a unidirectional and strong relationship.

This research has several limitations, such as the variable menu variation used in this research. It does not examine the entire menu and only focuses on the provided food; other factors can influence consumers' interest in visiting. So, the researchers suggest that future researchers are able to investigate other variables that may affect intention to visit SaladStop! Cilandak Townsquare, to find other factors that can influence the intention to visit/buy directly at a restaurant. Thus, this can add new references and be considered for restaurant development. In addition, the researcher suggests that for further research, research on healthy food restaurants of the same type, or even SaladStop! Another is to enrich references from the point of view of different locations.

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