



Global Journal of Business, Economics & Social Development



Original Article

Investigating the Consumers' Perception of Prices on English Food Menu: A Case Study of STIE Bina Karya's Students

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Citations: Haratikka, H., Nizar, M.A.K., Mardayanti, I., Arfah, Y., & Arseto, D.D. (2023). Investigating the Consumers' Perception of Prices on English Food Menu; A Case Study of STIE Bina Karya's students. *Global Journal of Business, Economics & Social Development*, 1(1), 40-44.

Academic Editor: Ruzita Mansor.

Received: 15 February 2023

Accepted: 26 April 2023

Published: 31 May 2023

Abstract: Nowadays, the use of English language becomes popular. It spreads to all life aspect, especially in cafe/restaurant business. The cafe/restaurant owners used English as written on the menu list. This was an experimental research, 25 respondents as the control group and 25 respondents as the experience group. This research was going to investigate whether the use of English language in the food and drink menu give a significant effect for the business profit. The data of this research was taken from 25 respondents of STIE Bina Karya's students who has ordered from the cafe/restaurant whose menu written in English language. Then, the data were analyzed quantitatively from the result of the google-survey distribution. As the result, from the price indicators, it showed that consumers did not mind with the higher prices at restaurants/cafe with English language menus they offer. Therefore, the businessmen were suggested to use English language as written on their menu list.

Keywords: price; English language; restaurant; cafe; consumer perception; food menu.



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1. Introduction

Indonesia is categorized as a developing country in Asia with the 4th most populous country in Asia. The large population makes Indonesian citizens have to be able to compete in getting jobs. The more population the more subject of development, the more economy will develop if the number of workers is a lot too, therefore this situation will raise up economic growth. Hence, Indonesia governments need to equip the human resource by improving the quality and ability of the workforce (Rochaida, 2016). There are several ways to improve the quality of prospective workers, one of them is by giving international language training. Through the international language training, the prospective workers will be able to compete in this actual globalization era (Aziz, 2014). Our daily activity is inseparable with the use of language. The language is used in order to convey ideas, thoughts, and information which are very essential in human's life (Hija,

2020). Language is a communication tool which is organized in form of some units, like word, group of words, clause, and sentences which is delivered spoken and written (Wiratno & Santosa, 2014) which are different.

Spoken language occurs spontaneously like a conversation which presumably get some evaluation from the audiences, while written language is planned (Cao Thanh, 2015). The use of language should be understandable for both speaker and listener for spoken language as well for author and reader for written language. Language is dynamic, evolve with the times. Nowadays, the use of foreign language, especially English language, is a must in all life aspect. This symptom is called as xenoglosophilia, the tendency to use foreign languages rather than local/national language. In this globalization era the use of English language in daily life can not be avoided including in bisnis sector (Khasanah et al., 2015). For example the use of English language in business sector such as the restaurant's or cafe's name and also the menu on the lists are using English language. This is called as business language. Business language is the language that used by a member of a group of people in trade, business and entrepreneur. The use of English language for business actors has a positive meaning for their business. Here are several reasons why they apply English language in their business, those are to get the prestige, seems to be cool, to be attractive, to look charming, to look more professional, to keep the business continue, to be more classy, to be more intellectual, to improve the quality, not to look old-fashioned, to be trendy, and to be more fashionable (Haryanti et al., 2019).

Along with the preliminary data, the researcher found a menu in a cafe in Tebing Tinggi was written in English language. However, the meals and the drinks are made in Indonesia's taste and style. It was not international taste at all. Then, observing the price on the menu list, the researcher found that the price tag was a little bit higher than usual (comparing with the cafe whose menu list was written in Indonesia language). For example, cafe A has telur dadar in Bahasa Indonesia was tagged Rp. 10.000,- whether in cafe B it is written omelette (English language) was Rp. 33.000,-. The prices between these two cafe are quite different, cafe B has more expensive price than cafe A. Although the product (food) has the same main material. And the fact was customers are keep purchasing the same food (product) in that cafe. After seeing this phenomenon, the researcher wanted to see customer's opinion about the price on the menu as written in English language. In this study, we use different treatment to two different groups of respondent. A treatment to the 25 consumers through the menu list as written in English language and a treatment to 25 customers who have the menu in Indonesia language. The group with the menu list written in English version is the experiment group and the group with menu list written in Bahasa Indonesia is the control group. After analyzing the data, the researcher wanted to find out the customer percentage who ordered the menu with English or Indonesia language from the same menu. Then, asking customers' opinion about the price of the menu in English version. Thus, the purpose of this study is to investigate the use of English language in restaurant/cafe's menu would give significant impact on business profit.

2. Literature Review

2.1. Price

Price is the only one element in marketing mix which makes profit for the company. Therefore, company needs to set the fix price for the product. The set price level affects the quantity of products which is sold. In addition, prices also affect costs indirectly, because the quantity sold affects the costs incurred in relation to production efficiency. Hence, the pricing affect total revenue and total cost, then decisions and strategies pricing plays an important role in every company (Shabastian & Samuel, 2013). Price has two main roles in the decision-making process for consumers, namely the role of allocation and the role of information. Allocation role of price is a function of price in helping buyers to decide how to obtain the highest expected benefit or utility based on buying ability. Thus the existence of a price can help the buyers to decide how to allocate their buying ability to the various types of goods and services. Buyers compare prices from various available alternatives, then decide on the desired allocation of funds.

The informational role of price is a function of price in "educating" consumers regarding product factors, such as quality. This is especially useful in a situation in which the buyer has difficulty assessing product factors or objective benefits. The perception that often prevails is that the price expensive ones reflect high quality (Mulyana, 2019). According to Kotler and Armstrong as cited by Wibowo & Karimah (2012), price is an amount of money that consumer paid the producer to gain the product or service that they want to purchase (a value of a product/service). Prices usually set by the seller or the service owner. In addition, price becomes the major factor that influence people before deciding to purchase, therefore before setting on a price of a product, the company should consider some price list references of a product which rated quite high in sale. There are four price indicators: 1) affordability, 2) Price match with product quality, 3) Price competitiveness, 4) Price match with benefits.

2.2. English Language for Business

The use of English language for business especially in industrial sectors is as an opportunity to run their business, for example in the hotel, spa, culinary, gift center and so on. Language diversity triggers language users such as international language, national language, and traditional language, to do code mixing and code switching in the language of advertising, da'wah, and campaigns. Business language is the language used by members of a society in the world of commerce, business, and trade. The language is used not only to communicate, but also to promote a place or a product. The indicator of a language is a business language which is divided into two things, namely (1) business language overrides the provisions of the Indonesian language at the syntactic level and (2) business language is used for business, promotive, or tourism purposes.

The language attitude tendency is influenced by two factors. The two factors are internal factors and external factors. Internal factors come from the aspirations of entrepreneurs and prestige which includes the identity of entrepreneurs and prestige. External factors relate to the need for naming projects or buildings by adjusting the location. These two factors are seen as symptoms in the use of foreign languages among entrepreneurs. They used English language in their business to attract the customers because it considered to be able to give a positive meaning to their business. The nuances of positive meaning vary in form, for example to increase prestige, be cool, attractive, add charm, be professional, launch business, be classier, more intellectual, improve quality, not old-fashioned, trendy, more fashionable, and so on (Gasimova & Huseynova, 2018; Suryawati & Osin, 2019)

2.3. Restaurant and Cafe

Cafe and restaurant were the places which the customers can find the English Menu as this research purpose. According to Puspoyo et al, restaurant is a commercial enterprise that provide food and beverage services professionally managed which one of its characteristics is food and drinks' price are relatively high. Café is a suitable place for relax, unwind, and meet with relatives. In general, a cafe is a place that providing food and drink that resembles a restaurant in a visitor service system, which can be used as a place to relax and chat while being entertained by the music. Cafes tend to prioritize entertainment served with the convenience of customers in enjoy the dishes as well as the taste and variety of the menu take precedence (Puspoyo, Aditya Chandra Setiawan, Andreas Pandu Wondo, 2015) which the age range are among 15 to 50 years old.

3. Materials and Methods

This is designed using a quantitative research with experiment research method which implement the primary data. The data were gained through online questionnaire . The researcher distributed the link to the respondent. Then, the data was analyzed by using Likert scale statistically. To support the data, the researcher did the library research and some supporting documents. This research's respondents were 50 students of STIE Bina Karya in Tutorial class divided by 2 groups, experiment group and control group, both already have worked and have a monthly salary. We distributed the google – survey questionnaire in order to gain the data from the respondents. Before they filled the questionnaire, the respondents got the example of the menu in English language. The obtained data analyzed using descriptive statistic. Then, the results displayed in percentages. The data were grouping using the Likert Scale: 5 (strongly agree), 4 (agree) , 3 (neutral), 2 (disagree), and 1 (strongly disagree).

4. Results

The purpose of this current investigation is to investigate the respondents' perception on the prices in the menu as written in English language. This research looked at four price indicators as consumers' consideration before purchasing a product. Those are affordability, price suitability with the product quality, price competitiveness and price suitability with the benefit.

Table 1. Customers' Perception on affordability of prices on English menu

Response category	Frequency	Percentage
Strongly Disagree	0	0
Disagree	1	4
Neutral	6	24
Agree	12	48
Strongly Agree	6	24

Table 1 shows that customers mostly can afford the menu which written in English language by sacrificing more money. Eventhough the prices in English menu are a little bit more expensive than the menu in Bahasa Indonesia, but the fact was twenty four respondents were able to afford the menu and its cost. Only one responden was not able to afford the cost in English menu. This result supported by the research done previously which reveals that producers need to do pricing strategy in order to raise the company's profit (Xia et al., 2021).

Table 2. Customers' Perception on English Menu

Response category	Frequency	Percentage
Strongly Disagree	0	0
Disagree	0	0
Neutral	9	36
Agree	11	44
Strongly Agree	5	20

Table 2 indicates that the prices which written in English Language are suitable with the foods/drinks' quality. Mostly, customers agree with the prices as written in English menu. They got the quality of food and drinks they have ordered. As seen on the table 2, all respondents (25 respondents) did not mind a number of the cost they should pay for.

Table 3. Customers' Perception on English menu price's competitiveness

Response category	Frequency	Percentage
Strongly Disagree	0	0
Disagree	2	8
Neutral	5	20
Agree	7	28
Strongly Agree	11	44

Table 3 shows that customers agree if the prices on English menu was able to compete with the menu which written in Bahasa Indonesia. Twenty three from twenty five respondents agree with the prices and its competitiveness among other menu in other restaurant/cafe. Two of them were not agree with the English menu price's competitiveness.

Table 4. Customers' Perception on English menu's price is suitable with the benefits

Response category	Frequency	Percentage
Strongly Disagree	0	0
Disagree	0	0
Neutral	5	20
Agree	14	56
Strongly Agree	6	24

Table 4 indicates that even customers sacrifice more money, it was appropriate as long as they satisfied through the benefit they got. All the respondents agree if they got the benefit with the number of the money they should pay for. This is inline with the previous research said that consumer will do spontaneous decision when an individual has a knowledge prices and a "health" motivation (van der Molen et al., 2021).

5. Conclusions

In conclusion, this has observed the significance use of English language on cafe/restaurant's menu. Based on the price indicators, those are 1) affordability, 2) Price suitability with the product quality, 3) price competitiveness, and 4) price suitability with the benefit. This study found that the consumers did not mind paying more money as they order food/drink from the English menu list as long as they got the satisfaction. The findings reveal that producers (cafe/restaurant) should consider their services to attract consumers and get the business profit.

Author Contributions: Conceptualization, H.H. and M.A.K.N.; methodology, H.H.; software, H.H.; validation, M.A.K.N., I.M., Y.A., and D.D.A.; formal analysis, H.H.; investigation, H.H. and M.A.K.N.; resources, H.H.; data

curation, H.H. and M.A.K.N.; writing—original draft preparation, H.H. and M.A.K.N.; writing—review and editing, H.H., M.A.K.N., I.M., Y.A., and D.D.A.; visualization, H.H.; supervision, M.A.K.N., I.M., Y.A., and D.D.A.; project administration, H.H.; funding acquisition, H.H. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: Not applicable.

Acknowledgments: The authors would like to thank Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi, Indonesia, for supporting this research and publication. We would also like to thank the reviewers for their constructive comments and suggestions.

Conflicts of Interest: The authors declare no conflict of interest.

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