

Lampiran

Dear Sir/Madam,

My name is Elisa Chandra Wijaya, ongoing the bachelor degree on Applied Science of Hotel Business Program in Podomoro University, Indonesia. This questionnaire is part of research for the thesis on the “Consumer Behavior towards Purchasing Decisions at Raddi Restaurant in Park Hyatt Hotel Melbourne”. This questionnaire is anonymous and all the information will be kept and will not be shared to any other party in any case. I really appreciated your help!

GUEST PROFILE					
Sex <input type="checkbox"/> Male <input type="checkbox"/> Female					
Age <input type="checkbox"/> 17 – 21 years old <input type="checkbox"/> 21 – 35 years old <input type="checkbox"/> 35 – 55 years old <input type="checkbox"/> > 55 years old					
Length of Stay <input type="checkbox"/> 1 – 2 nights <input type="checkbox"/> not in-house guest <input type="checkbox"/> 3 – 4 nights <input type="checkbox"/> > 4 nights					
Times for Visit <input type="checkbox"/> 1 time <input type="checkbox"/> 2 – 3 times <input type="checkbox"/> > 4 times					
CONSUMER BEHAVIOR					
No	Statement	1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
CULTURE					
1	I eat at this restaurant because I don't want to bother to cook at home.				
2	I eat at this restaurant because it is more efficient and practical.				
3	I eat at this restaurant because it is obtained easily.				
4	I eat at this restaurant for my personal consumption.				
SOCIAL					

1	I eat at this restaurant because of recommendation from a friend.				
2	I eat at this restaurant because of most of my family eat here.				
3	I eat at this restaurant because of my family's member trust the quality of this restaurant.				
4	I eat at this restaurant because of meeting with colleague.				
PERSONAL					
1	I eat at this restaurant because it matches my income.				
2	I eat at this restaurant because of the affordable price.				
3	I eat at this restaurant because of saving time than cook at home.				
4	I eat at this restaurant because it matches my practical lifestyle.				

PURCHASING DECISIONS					
No	Statement	1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
PRODUCT CHOICE					
1	The variety product at Radii Restaurant are interesting.				
2	There are multiple of variety product at Radii Restaurant.				
3	I eat at this restaurant because of the best quality of the foods product.				
BRAND CHOICE					
1	I believe in the Park Hyatt product brand.				

2	I prefer to buy the product at Park Hyatt rather than the other.				
DEALER CHOICE					
1	I eat at this restaurant because of the strategic place from the purchasing location.				
2	I eat at this restaurant because of the affordable price from the purchasing location.				
PURCHASING TIME					
1	I am often eating in this restaurant.				
2	I eat in this restaurant when I'm staying in hotel.				
3	I eat in this restaurant when I have meeting with my colleague.				
NUMBER OF PURCHASES					
1	I ordered the food from the appetizer, main course and dessert.				
2	I ordered the food only for main course.				
PAYMENT METHOD					
1	I am doing payment on cash.				
2	I am doing payment by card.				