

## Not about the Food: Social Aspect in Restaurant Dining Experience

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### Article Info

#### *Article History*

Received:  
Oct. 2022  
Accepted:  
Sep. 2023  
Published:  
Nov. 2023

#### *Keywords:*

*Dining Experiences;  
Foodscape; Local Food;  
Restaurants; Social Aspect.*

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### ABSTRACT

Previous research has identified three social aspects that influence the dining experience: local food, foodscape, and the customer's lifestyle. However, little is known about the relationship between these aspects. This study seeks to address that gap by examining how the foodscape of a restaurant, the customer's lifestyle, and the presence of local food shape the dining experience. The study utilized qualitative research methods and conducted a case study on a restaurant located in a weekend tourist area in Bogor Regency. The case study focused on a cafe that received significant media coverage from 2021 to 2023. Through interviews and observations, it was found that the foodscape of a restaurant and the customer's lifestyle are interdependent in shaping the dining experience. The dining experience was seen as both a vacation and a working activity for customers. However, the study found that the foodscape did not have any relationship with the culture of the restaurant location and the type of food. Foodscape only dealt with the restaurant's ambience. This study suggests that further research is needed to reposition foodscape destinations in a locality context. The foodscape restaurant has developed an atmosphere separate from the local cultural context regarding the local food presentation.

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## INTRODUCTION

Research on the dining experience pays essential attention to food, especially local food (Seyfi, Hall, & Rasoolimanesh, 2020). Visitors consider it essential to choose restaurant food and drink menus (Akhoondnejad, Rosin, & Brennan, 2022; Pezenka & Weismayer, 2020). However, dining out has a social aspect in the form of cultural aspects of eating, food, and the perpetrator's social status (Warde, Paddock, & Whillans, 2020). Dining experience studies in tourism pay significant attention to the social aspects of food and places to eat through studies of the authenticity of food and places (Cai, Gebbels, & Wan-Zainal-Shukri, 2021; Le et al., 2019). The restaurant environment and the uniqueness of the food build an authentic dining experience (Afaq, Gaur, & Singh, 2023; Cai, Gebbels, & Wan-Zainal-Shukri, 2021; Le et al., 2019). Enjoying food in a well-

arranged place and dining atmosphere influences the quality of life sought in the dining experience (Huang, Chen, & Ramos, 2023). Quality of life is related to social status and food environment (Warde, Paddock, & Whillans, 2020). The previous research indicated three social aspects in the dining experience: food environment, quality of life, and uniqueness of the food.

The food environment is divided into two: the organized environment built by the food service provider called the service environment, and the non-organized environment built by the local setting around the food service provider (Björk & Kauppinen-Räsänen, 2019). The food environment or foodscape emphasizes interaction among food, people, and places (Sage, 2010). The combination of organized and non-organized environments builds a destination foodscape. A food tourism destination emphasizes integrating the atmosphere built by the service provider and the overall local atmosphere (Björk & Kauppinen-Räsänen, 2019).

Unlike a non-organized environment, the organized environment depends on the food service provider's direct effort. The restaurant manager can create an environment to build the customer's dining experience (Park & Widyanta, 2022). The form of a foodscape organized into service encounters is a restaurant atmosphere deliberately built for the customer (Björk & Kauppinen-Räsänen, 2019). This form is called servicescape (Bauer et al., 2012; Mohan et al., 2012). Study on a restaurant's foodscape or servicescape comes in the form of studies on food presentations and the process of making food (Kawai, 2022; Kpossa & Lick, 2020; Sulaiman & Haron, 2013) and the restaurant interior and exterior design (Hakimian et al., 2019; Link, 2013; Xu, 2022). Restaurant integrates design, presentation, and type of food to build an entire dining atmosphere (Björk & Kauppinen-Räsänen, 2019; Richards, 2015). However, the choice of the foodscape restaurant can relate to the local environment or build the particular restaurant's atmosphere (Kpossa & Lick, 2020; Link, 2013; Rahayu et al., 2019; Yuan et al., 2022).

A restaurant's foodscape develops customers' quality of life through customers' emotional responses to the foodscape (Meng & Choi, 2017). The previous research found that the relationship between dining experience and quality of life was discussed more from the health side. The study of dining experience in the context of food tourism is more about lifestyle. The dining experience has developed as a lifestyle and is influenced by the restaurant's design, ambience, and food (Cai, Gebbels, & Wan-Zainal-Shukri, 2021; Rahayu, Yulianto, & Kusumawati, 2019; Yuan et al., 2022). Therefore, the lifestyle aspect of quality of life is examined.

Food conveys special attention in the study of the dining experience. Local foods presentation improved local tourism development (Purnomo, 2021c; Purnomo, 2021d). Local food plays a role in building authentic experiences of a place, local cultural experiences, and local food experiences (Hsu & Scott, 2020; Purnomo, 2021b; Roustia & Jamshidi, 2020; Tsai, 2016; Uehara & Assarut, 2020). Local food recreates a role in building foodscapes in the context of the relationship between food service providers (restaurants, cafes, or hotels) and the tourism destination site (Björk & Kauppinen-Räsänen, 2019; Park & Widyanta, 2022). The presence of local food allows food service providers to build uniqueness and authenticity (Björk & Kauppinen-Räsänen, 2019). The unique eating atmosphere in restaurants and local food builds a strong foodscape (Amore & Roy, 2020; Kawai, 2022; Link, 2013).

The previous studies could have elaborated more on the relationship between a restaurant's foodscape, customer lifestyle, and the presence of local food. The previous studies elaborated the relationship between foodscape and customers' lifestyle (Cai, Gebbels, & Wan-Zainal-Shukri, 2021; Rahayu, Yulianto, & Kusumawati, 2019; Yuan et al., 2022), foodscape and local food (Amore & Roy, 2020; Björk & Kauppinen-Räsänen, 2019; Kawai, 2022; Link, 2013; Park & Widyanta, 2022). Therefore, the research aims were 1) elaborate on the aspects of the restaurant's foodscape, customer lifestyle, and the presence of local food as a social aspect of the dining experience, and 2) examine the relationship between a restaurant's foodscape, customer lifestyle, and the presence of local food in building a customer's dining experience. The research objectives were achieved by identifying the restaurant foodscape built by the restaurant manager, the lifestyle that underlies the purpose of visiting and visitors' dining experience behaviour, and the restaurant menu choices and food choices of visitors to determine their preferences for local food. A popular and attractive foodscape cafe in a weekend tourist area in Bogor Regency was chosen as a case study. This research is an insight into previous studies that pay particular attention to the relationship between foodscape, customer's lifestyle, and local food.

## **METHODS**

This study used a qualitative research method with a case study approach. Qualitative research analyzed the case from the participant's perspective (Creswell, 2014, pp. 7-8). Concepts and theories foremost guide elaborating the case (Creswell, 2014, p. 8). The research used a case study approach to obtain an in-depth understanding of a case in a setting or context, referred to as the research aim (Creswell, 2007, p. 73).

Data sources were the results of interviews and observations of events in the field. Interviews were conducted with participants or someone who participated in an activity (Creswell, 2003, p. 228). Participants in this study were restaurant managers and customers. Determination of essential and supporting participants depends on the research process because, in qualitative research, the position of participants as sources of information depends on the context of the case (Jatipermata & Purnomo, 2022). The questions were open-ended and referred to concepts. Observing self-observation approaches help collect and clarify interview data (Lipowski et al., 2018). Researchers observed the restaurant setting, interior, exterior, food menu, presentation, server service, customer intention, and communication between restaurant managers and customers (Poulos & Pasch, 2022). The study focused on three main concepts: foodscape, customer lifestyle, and local food presentation.

<b>No.</b>	<b>Concepts</b>	<b>Definition</b>	<b>Dimension of concepts</b>	<b>Source</b>
1	Foodscape	The dining atmosphere built by the restaurant manager	<ul style="list-style-type: none"> <li>● Interior</li> <li>● Exterior</li> <li>● Food presentations</li> <li>● The process of making a food</li> <li>● Other support dining atmosphere facilities.</li> </ul>	Björk & Kauppinen-Räsänen (2019), Hakimian et al. (2019), Kawai (2022), Kpossa & Lick (2020), Link (2013), Richards (2015), Sulaiman &

2	Customer lifestyle	The customer lifestyle that the restaurant manager wants to aim for	<ul style="list-style-type: none"> <li>• The function of the dining experience for customers</li> <li>• The form of dining experience provided by the restaurant manager</li> </ul>	Haron (2013), Xu (2022). Cai, Gebbels, & Wan-Zainal-Shukri (2021), Rahayu, Yulianto, & Kusumawati (2019), Yuan et al. (2022).
3	Local food presentation	Inter-related between local food presentation, foodscape, and customer's lifestyle	<ul style="list-style-type: none"> <li>• Types of food on the menu include local food or non-local food</li> <li>• The reason restaurant managers choose the food menu</li> </ul>	Amore & Roy (2020), Björk & Kauppinen-Räsänen (2019), ; Kawai (2022), Link (2013).

Table 1: Concept, definition, dimension, and source of concepts

Kopi Noya Café and Resto were chosen as a case study. Previously, the cafe was named Kopi Langitan Cafe. Founded in October 2021, Kopi Langitan, or Kopi Noya, has received considerable trip and tourism media reviews. According to the media, the cafe is included in the top ten cafes in Bogor (Devi, 2023; Riza, 2023). The restaurant is located in a weekend tourist area in Bogor Regency to clarify the dining experience in the local tourism context. Bogor has developed as an area with culinary businesses as a tourist feature (Purnomo, 2021c). The restaurant offers a view and atmosphere of the mountains. The restaurant's site was becoming the choice of many restaurant entrepreneurs. The restaurant manager emphasized the dining experience because it only provided dine-in and take-out services and did not provide delivery services.

## RESULTS AND DISCUSSION

### Results

#### *Restaurant's Foodscape*

Kopi Noya restaurant is in Pancawati Village, Caringin District, Bogor Regency. The distance from the restaurant to the Ciawi-Sukabumi highway is 10 km. Due to the proliferation of cafes, restaurants, and inns, the location is inevitably overcrowded on weekends. The restaurant is 800 meters above sea level and directly opposite Mount Salak. The restaurant's location developed a mountainous atmosphere with relaxed air, as is the hallmark of highland tourism in Bogor Regency.

A large and green parking lot welcomes visitors. Several buses appeared in the parking lot. This restaurant organized gathering events, outbound events, seminars, training, birthdays, and music concerts. The beautiful scenery made this restaurant often a pre-wedding location.

The restaurant building used a minimalist design coupled with stone and wood ornaments to get the impression of being close to nature. The main building area consists of two floors. The first floor is a kitchen, coffee bar, cashier, and indoor dining area. The second floor is an indoor dining area. The companion building on the first floor is a marketing and administrative office, while the

second floor is a meeting room with a capacity of 30 people. The manager provides OHP, mike, whiteboard, table, and chairs as meeting facilities. The courtyard is an outdoor dining area.

The restaurant offers an indoor and outdoor dining atmosphere, with the outdoor atmosphere predominating. The manager emphasizes outdoor dining, but the weather in Bogor Regency, a rainy city, causes the manager to provide indoor dining options. Wooden chairs were placed in the indoor area. Wooden chairs with a backrest are comfortable to sit on for long periods. The indoor dining area on the first floor of the main building allows customers to see the barista preparing coffee. A wall encloses the kitchen for processing food so visitors cannot watch the chef make the food.



Picture 1: The indoor ambience and meeting room  
Syukur, 2022 [source]

The outdoor dining atmosphere is divided into two areas. First, the dining area is laid out with waterproof sofa chairs. Second, an area covered with synthetic grass and furnished with soft chairs can be utilized as a comfortable space to lie down. The second outdoor dining atmosphere arrangement could be more convenient for the cafe staff, who must fold artificial grass and insert chairs when it rains. The lights decorate the outdoor atmosphere, giving a romantic impression at night. During the day, sitting outside is not pleasant because the sunny weather in Bogor Regency will be sweltering. The manager should have provided tents and only one shade tree. Additional measures are required to create a comfortable dining experience.







Picture 2: Outdoor ambience day and night  
Source: Syukur, 2022; Kopi Noya, 2022 [source]

The restaurant manager provides acoustic music from 16:00 to 21:00 every day. Acoustic music talent is a permanent employee who is paid monthly. Sometimes, there were music concerts held by the event organizer in the outdoor area. Music concerts are held on weekends or weekdays. Another facility provided is a free internet connection that is unlimited in time of use.

The food is served with a plating and attractive presentation. Cold beverages, including coffee as a leading brand, were only served in plastic cups. Hot coffee is served in a ceramic glass. The barista's action in serving coffee did not support the form of serving coffee that seemed ordinary. The open bar in the main restaurant building needed a means of performing the process of making coffee.



Picture 3: Local band concert and food presentation  
Source: Syukur, 2022; Kopi Noya, 2022 [source]

Customers choose Kopi Noya as a vacation spot from their daily work routine.

*"I've wanted to come to Kopi Noya for a long time. This place is perfect for healing, vacationing, and inviting the family to relax. The atmosphere here is fun, the scenery is beautiful, the air is cool, and there is always interactive live music. We can sing together. The ambience was perfect for relieving fatigue after a week of work."* (Interview with Participant 1, July 18, 2022).

The managers arranged the foodscape to fulfil consumer needs. The management designed the restaurant as a "healing place for a million people."

*"We designed the restaurant to be a weekend getaway for individual guests, families and communities. The manager holds an event once a month by inviting well-known musical groups in Bogor, live acoustic performances every weekend, movie-watching packages together, and television installation in the indoor area. Acoustic music performers are required to be familiar with visitors. They tried to build a pleasant atmosphere for customers."* (Interview with Participant 2, July 20, 2022).



Picture 4: Live acoustic  
Syukur, 2022 [source]

The manager focuses on the group for the meeting and gathering events. The manager used a strategy to attract group guests by collaborating with event organizers.

*"Our main target is consumers who come in groups. The location of the restaurant which is quite far from the main road causes us to provide the service that keeps them coming. Group guests have more potential because their spending will be large and not limited by distance. Managers collaborate with event organizers, improve road access leading to restaurants, conduct sales to companies and institutions, discount prices on special days, and special event packages, determine competitive prices, and carry out promotions through social media. The manager ensures that the waiters are always friendly to keep repeat visits."* (Interview with Participant 2, July 21, 2022).

The manager's strategy is following the characteristics of meeting and gathering customers. Meeting rooms with 30 people suit consumers who have more small-group meetings. Gathering consumer groups are more numerous than meeting groups following the foodscape that facilitates outdoor activities.

*"We are quite satisfied holding a year-end meeting at Kopi Noya. The location away from the crowds makes the meeting atmosphere calm and we can focus on work. Package prices are also more affordable than meeting at hotels."* (Interview with Participant 5, July 15, 2022).

*"Kopi Noya is the right choice for club gathering events. The café has a spacious parking area and many choices for game activities. The beautiful natural atmosphere and cool air provide a different atmosphere than where we live in Jakarta."* (Interview with Participant 6, July 10, 2022).

The manager's strategy to collaborate with event organizers was carried out because of the character of Kopi Noya's foodscape, which is far from the city centre. Apart from that, the relatively new age of cafe establishments still requires promotional support to be known by consumers. The event organizer's response to the manager's strategy was quite good. They chose Kopi Noya as the location for their activity because of the supportive character of the foodscape and the offer of cooperation from a profitable manager.

*"We chose Kopi Noya as the location for the gathering because the cafe atmosphere was supportive. Complete facilities, large parking area, beautiful atmosphere, cool air, and a cooperative manager."* (Interview with Participant 7, July 16, 2022).

The manager plans to maintain good relations with loyal guests by providing loyalty cards. A marketing staff confirmed this opinion.

*"The manager will provide loyalty cards for visitors who have ordered three times. We do this to increase consumer loyalty."* (Interview with Participant 3, July 21, 2022)

The manager selects popular food menus in the menu list. The manager updates the types of food every month and carries out new food promotions.

*"We always do new food presentations and let the customers know if there is a new promo."* (Interview with Participant 2, July 22, 2022).

The manager's step was to get a positive response from loyal customers who came repeatedly. Loyal customers respond more to service and atmosphere than food.

*"I've tried almost all the food in this restaurant regardless of the price. The menu here is delicious, and not boring and there is always new food every time it comes. The location of this restaurant is quite far, but the fatigue of the trip is paid off with a comfortable restaurant atmosphere and good service. We are welcomed and the waiter always responds quickly to any orders or questions regarding service at the restaurant."* (Interview with Participant 4, July 25, 2022).

### ***Local Food Presentation***

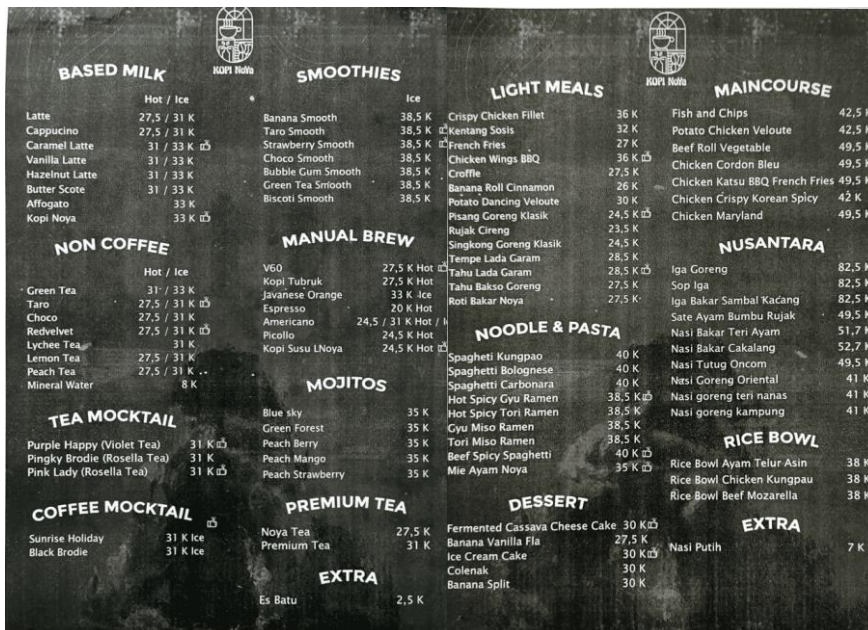
The restaurant menu varies between coffee, tea, snacks, and heavy meals. Although the restaurant's name contains "coffee," the coffee menu in beverages is 47.48% of the entire beverage menu. The manager provides a variety of beverage menus that are commonly found in cafes and restaurants in Indonesia.

The food menu is primarily Western and Oriental food. Most of the food menu is made from processed foods such as processed fish, chicken, meat, and potatoes. Noodle products offer pasta and noodle-based foods as popular as Western and oriental foods. Light meals and desserts are made from food ingredients that are easy to process and require an undersized skill.

In the context of West Javanese food as a restaurant, the local menu is on the Nusantara menu, namely *tutug oncom* rice, and *colenak* on the dessert menu. Local Indonesian foods or foods that are generally easy to find in the Indonesian region are on the Nusantara menu, with light meals, noodles, and pasta. Indonesia has various types of food, so each region has its specific food, which is authentic, unique, and explicitly characterizes the area (Purnomo, 2021b). However, Indonesia also has a type of food known by international tourists as local, but Indonesia itself does not



indicate a particular area. For example, fried rice is the Indonesian Gastro Brand (Irwansyah & Triputra, 2016). Fried rice, chicken noodles, rib soup, chicken satay, and grilled rice can be easily found in almost all parts of Indonesia. Some foods are known as regional foods because they developed as popular foods. More research about popular food was done. One of the studies on popular food is Bandung Makuta cake, which was not a Bandung cultural food but is considered Bandung's souvenir food (A. Chan et al., 2017). The food on the restaurant menu is starch-fried salad and fried tofu meatballs. Both foods are street food from Bandung, the capital city of West Java.



Picture 5: Food and beverages menu  
 Kopi Noya, 2022 [source]

Meeting organizers must order food from restaurants. Unlike the restaurant food menu, the manager provides a special buffet menu for meeting visitors. A buffet menu is a lunch option for meeting participants, different from the ala carte menu at the restaurant. Local West Java food menus, such as *liwet* rice, can be served based on customer orders.

### Discussion

The restaurant did not make local food a unique service, but in the foodscape and services that support the lifestyle of the urban citizen. Besides business meetings and gathering customers, the customer's weekend getaway lifestyle is the goal of the restaurant manager. The manager developed a comfortable and fun foodscape for supporting work and community activities lifestyle. Restaurant managers serve easy food, famous food, and food innovation. This strategy has received a positive response from customers who come for weekend vacations, meetings, gatherings, and event organizers. Positive responses from customers indicated that the manager's strategy was appropriate. This finding followed research on restaurants and cafes in Bogor. The authenticity of local food did not become an essential part of restaurant menu choices (Purnomo, 2021b). Popular food can replace local food (Purnomo, Somantri, & Adnan, 2023). The foodscape and customers' lifestyles developed the dining experience.

The restaurant provides a foodscape that fully supports the manager's goals. Indoor and outdoor design, provision of facilities, atmosphere development, and various entertainments supported a foodscape, "a place of healing for a million people." This foodscape received a positive response from customers. The location of the restaurant, which is in a weekend vacation location, and the natural atmosphere of the mountains follow the restaurant's foodscape and customer lifestyles. Customers consider going to a restaurant as a vacation. The uniqueness of the food was not the main reason, so customers assumed the popular food menu met their needs. The reasons related to food for customers were a taste, not dull, and there is always new food every time it comes.

Restaurant managers paid enough attention to food presentations, except for cold beverages, but did not serve the process of making food as an attraction like in previous research (Kawai, 2022; Kpossa & Lick, 2020; Sulaiman & Haron, 2013). Managers pay attention to the interior and exterior design of the restaurant (Link, 2013; Hakimian, Afshar, & Kowalczyk-Anioł, 2019; Xu, 2022). The presentation and types of food follow the management's design in building a holiday atmosphere without emphasizing local food. The choice of foodscape restaurants developed its restaurant atmosphere that is not related to the local environment in the context of the West Java area, such as casual restaurants (Rahayu, Yulianto, & Kusumawati, 2019; Yuan et al., 2022; Kpossa & Lick, 2020).

This finding indicated that restaurant managers have foodscape considerations for customers' lifestyles. The restaurant managers innovate, organize, manage, provide facilities, and select menus to meet customer expectations (Yun, Park, Gaudio, & Corte, 2020; Yun et al., 2020; Damiri & Chan, 2019; Li et al., 2021; Lee, Hallak, & Sardeshmukh, 2019; Chan & Li, 2020). Local food as a builder of the local atmosphere of West Java is not found in this case. This study found that the dining experience has evolved as a lifestyle. The restaurant's design and ambience support the customer's lifestyle without considering the food's uniqueness, such to previous research (Yuan et al., 2022; Rahayu, Yulianto, & Kusumawati, 2019; Cai, Gebbels, & Wan-Zainal-Shukri, 2021). Customers experienced unique and authentic dining services from restaurants without local food presentation (Björk & Kauppinen-Räisänen, 2019). They come all the way to get a dining experience with the holiday fun working ambience by eating the food they can buy beside their house.

## **CONCLUSION**

This study found two social aspects of the dining experience: foodscape and customer's lifestyle. The uniqueness of food was separate from customer choice. Customers can come all the way to eat the food they can buy beside their house. Foodscape in the context of the relationship between the culture of the restaurant location and the type of food is separate from the customer's dining experience lifestyle. The dining experience has become part of a vacation for customers. "Healing" in a café or restaurant was becoming a lifestyle. Kopi Noya is a favoured venue for meetings and customer gatherings, not solely for its cuisine, but rather for its inviting ambience. Hosting corporate events in tranquil and cosy settings has gained significant popularity. The dining experience has become a part of leisure and the workplace. Customers who come for weekend holidays, meetings, and company gatherings come to the restaurant for a unique atmosphere different from their daily lives.

This study suggested further research to focus on repositioning foodscape destinations in a locality context. The foodscape restaurant has built an atmosphere separate from the local cultural context regarding the local food presentation.

## ACKNOWLEDGEMENTS

Researchers conduct independent research without funding assistance from any party.

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