

## Analysis of Millennial Consumption Behavior Factors and Their Interest in Visiting Sundanese Restaurants in Bandung

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### ABSTRACT

The growth of people who are growing rapidly is the background of this study and the aim is to get an idea of the millennial potential in Bandung and analyze what factors most dominate millennial food consumption behavior towards interest led to Sundanese restaurants in Bandung. This study uses quantitative descriptive methods with data collection techniques in the form of question items on the questionnaire. The Sundanese restaurant and the experience of the visit itself became a place to do this research. Participants involved in this study were 270 respondents. Analysis was performed on the data obtained that is in the beginning of the research, while doing the research, and in the end of the research. The data analysis technique used is Exploratory Factor Analysis. The results of the analysis obtained showed that Bandung population of 27.99 percent is in the range of the age group of 20-34 years with a total of 699,395 thousand inhabitants dominated by vulnerable people aged 20-24 years which is around 10, 36 percent of the profession as students / students and income less than Rp 2,500,000 per month. Then, it was found that only nine factors that is influencing millennial consumption behavior towards their interest in visiting Sundanese restaurants in Bandung. They are: food characteristic, positive feeling, influence from external world, environmental in an attractive destination, food experience, negative feelings, relationships, looking for unique and authentic experiences, and fulfillment of physical and psychological needs. From the nine factors mentioned, the most dominating factor is the food characteristic factor with an eigenvalue value of 8,790.

Keywords: Consumption Behavior; Millennial; Sundanese Restaurant; Exploratory Factor Analysis.

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## 1. Introduction

Thomas Lembong, head of Badan Koordinasi Pasar Modal (BKPM) or the Agency for Coordination of Investment said that Tourism is one of the sectors that grew rapidly 2018. It is considered beneficial, because it is the most sustainable commodity and affordable for the lower middle to the bottom level of society that the majority engaged in the sector of services. Indonesia has a diverse history and culture that offers various challenges and opportunities in cultural activities and ethnic communities. The diversity of the practice of culture is giving positive simpact to tourism industry in Indonesia. (Ningsih & Sudono, 2016)

Tourism potential is a source of Indonesia's wealth ranging from diversity of customs, culture, ethnicity, language, culinary and respect for others. Aspects that have the potential that is continue to develop is the potential of culinary tourism in each region, marked by variations in raw materials, processing techniques, to the presentation that is full of meaning and meaning as part of Indonesian gastronomy.

Bandung is a paradise for culinary tourism. A business that is quite crowded with visitors is a food business. Because of many restaurants found in Bandung, many travelers visit Bandung for "Kulineran" in every weekend. The existence of restaurants in Bandung is very important, not only to support business activities, but also as a source of regional income.

In 2016 according to Bandung Culture and Tourism Office, the number of restaurants or restaurants in Bandung was 795, categorized as the largest restaurant was 396, then a restaurant was 372, a cafe was 14 and the last was 13 bars.

Based on the population projection in 2017 by BPS (2018), Bandung's population is 2,497,938 people with a composition of 50.45 percent of the male population and 49.55 percent are female residents. Population distribution according to age

group can indicate that people in the 20-24 years age group are the age group with the largest percentage in the over age group, which is 10.36 percent.

Rapidly growing population growth can also be called as a demographic bonus. The results of this growth can have a positive impact if the existing potential is managed properly, on the contrary if the potential is exceeded it will pose a serious threat to the sustainability of these community groups. Bandung has a population percentage of 27.99 percent in the 20-34 year age group with a total of 699,395 thousand inhabitants given the term millennial generation. Millennial generation is another expression of generation Y which has become an important market segment (Noble et al., 2009). Millennial generation is the first generation that grows and spends the most time in a digital generation environment and millennial consumers evaluate the experience of products or services via the internet. (Soares, Zhang, Proença, & Kandampully, 2017)

Developing in where travel is needed, one of the benefits for Indonesia is developing gastronomic expertise locally as a tourist attraction. (Turgarini, Baiquni, & Harmayani, 2018b), one of the reasons why tourists are visiting Bandung is grouped into three motivations, they are: refreshing, affordable prices, and Sundanese foods (Turgarini, Baiquni, & Harmayani, 2018a), West Java and specifically Bandung as one of the tourist destinations in Indonesia is an example of a region that is famous for its culinary tourism. Many domestic and foreign tourists who accidentally visit Bandung and they enjoy Bandung cuisine. Although famous for its culinary tourism, Bandung actually has not fully raised traditional food as the main attraction (Sudono, Ning, and Miftah, 2016). In addition, there is an increase in the intensity of competition among Sundanese restaurants in Bandung, one of the solutions to achieve success in a competition is to win the interests of millennial and make them

satisfied. (Siswhara, Abdullah, and Sukmawati, 2019), based on literature studies that have been done before, the writer wants to explore what factors that influence millennial consumption behavior towards Spanish Sundanese which is part of Sundanese gastronomy.

There are many factors that influence millennial consumption behavior towards restaurants, most simply divided into internal and external. Internal factors include intention, socio-demographic status, knowledge and awareness of individuals to consume certain foods. External factors as stated by (Köster, 2009) that the social environment in terms of family, friends or relatives, teachers, and government have a role in individual consumption patterns. Based on the description above, the author wants to analyze the factors of millennial consumption behavior in choosing food in Sundanese restaurants in Bandung, as well as the factors that influence this behavior both internal and external. So the authors make a study with the title "Analysis of Millennial Consumption Behavior Factors of Interest in Visiting Sundanese Restaurants in Bandung"

The formulations of the problem that are designed by the author include: How do you describe the millennial potential in Bandung? What factors influence millennial consumption behavior towards Interest in Visiting Sundanese Restaurants in Bandung? What are the dominant factors of millennial consumption behavior toward interest in visiting Sundanese restaurants in Bandung?

The purposes of this study are as follows: Knowing millennial potential in Bandung, Knowing what factors influence millennial consumption behavior towards interest in visiting Sundanese restaurants in Bandung. Knowing what factors are most dominant in influencing millennial consumption behavior toward interest in visiting Sundanese restaurants in Bandung.

## 2. Literature Review

### 2.1. Culinary Tourism

Culinary tourism is an activity that focuses on food as an attraction for exploration or tourist destinations (Long, 2012), tourists gain experience, learn, appreciate, and consume local snacks by doing culinary tourism. Culinary tourism as part of a strategy for local snacks, supported by links between tourism and cooking skills as well as literature that studies traditional cooking skills and non-traditional cooking skills (Harrington & Ottenbacher, 2010).

Travelers make food and eating experience the criteria to consider when choosing travel destinations, experience culinary tours found in locality, originality and authenticity of food that represent local food culture (Björk & Kauppinen-Räsänen, 2014).

### 2.2. Food Dimensions in Travel Destinations

Because of cultural differences, what is considered "good" food in one culture can be considered "bad" food in another culture. For example, much of Western Europe argues that the internal organs of animals are "bad" food, while Easterners regard it as "good" food and believe that they are very nutritious and healthy for human consumption. Conversely, because food and eating are largely influenced by culture, they themselves are a direct manifestation of the culture in which they are rooted. Practicing food and eating are critical aspects of society and they signify the symbolic meaning of traditions and special occasions (Chang et al., 2011).

#### 2.2.1. Sensory Attributes

Some people feel that sensory factors can guide them in choosing local foods. In addition, their experience of local food and drinks is filled with the aroma, taste and visual image of local food. Especially, taste is considered a basic standard for consumption of local food and drinks. Sensory perception can play an important

physiological and psychological part in food appreciation. Sensory perception is a consideration developed by someone related to their taste in eating and drinking. In terms of tourism, (Kivela & Crotts, 2006) emphasizes that the taste of local food and drinks on holidays is a kind of pleasant sensory experience. Because taste is considered an important criterion for food consumption, people most often consume foods that they value delicious. Therefore, the ideal food taste in tourism not only plays a central role to attract potential visitors to a destination but also becomes a symbol of the ideal consumption of tourism. (Kim et al., 2009).

#### 2.2.2. *Food Content*

The contents of the meal consist of a series of raw food ingredients, supplementary ingredients and spices used in making dishes, travelers who are in tourist destinations not only face unknown ingredients and cuisine but also the overall culinary taste. unknown. travelers tend to consume food that has similarities with food in their home region. Tourists will generally be reluctant to taste or eat 'strange' foods, whose ingredients are unknown or foreign to them. (Cohen & Avieli , 2004).

#### 2.2.3. *Preparation and Processing Methods*

Travelers evaluate authentic or local food using the cooking method used. Critics of authentic food cooking methods reflect the influence of food culture and their culinary teaching, the material is in line with the opinion (Kivela & Crotts, 2006) that culinary teaching usually remains constant in people's minds even after they feel that food is foreign or new. This implies that regardless of whether travelers are captivated by authentic local food, they are still unable to withdraw from their own culinary teachings in evaluating culinary travel experiences.

The preparation phase for food production involves selecting raw materials and technical facilities and how to prepare

food. Among these, raw material is a marker of authenticity that is more important for tourists. For many tourists, the authenticity of the dish depends on the use of 'authentic' ingredients. It is important to know the dimensions of the process of preparation, presentation and consumption of food because it is a diacritical ranking indicator for " authenticity " of local cooking, so they can sort out food without damaging the authenticity of the food. (Cohen & Avieli , 2004).

#### 2.2.4. *Food Type*

The geographical layout of food preparation, how to cook, recipes have received little attention from researchers. There are many popular books that claim to provide insight into regional specialties, and this has its own significance because the type of food influences the habits of the food groups determined in society, but the type of food is usually very selective. in terms of content and has a determined purpose. Types of food try to build perceptions of places and dishes that will provide benefits to the parties to the transaction: readers, writers, producers of certain foods, producers of kitchen appliances for certain goods, and indirectly, maybe even attractive tourist destinations. Food habits and food systems may not be constitutive of spatially bound cultures, but because there are regions that geographically produce food marketing and food preparation in which places and spaces play an important role. The comparative advantage of climate and land, coupled with historical traditions based on certain trade skills or patterns, have given market dominance to products from certain places. We can identify three variations of the food place association. First, there are highly specialized production areas, some of which have relatively new places of origin as a result of intensive capital investment. Second, there are foods that may come from traditional recipes in certain places, but from time to time it has become a generic food product. In the third category foods that maintain

strong links with certain areas in terms of production, quality control, and identity (Atkins & Bowler, 2016)

#### 2.2.5. *Food availability*

A variety of dishes is an important criterion for assessing local cuisine. Meals must consist of a variety of different dishes and have their own characteristics, because travelers looking for new eating experiences, a variety of dishes in food will give him a new experience that is different from the food culture itself. The idea is related to the motives of travelers to take part in food customs. Thus, the variety of food is to increase the chances of travelers to meet and appreciate food culture in attractive destinations. In addition to a variety of dishes, travelers need to inform the experience of eating food on the overall destination trip. There are also conditions for seasonal changes in the availability of certain foods, and in some communities even seasonal fluctuations in energy intake or carbohydrate intake. (Atkins & Bowler, 2016).

#### 2.2.6. *Price, Value and Quality*

Restaurant consumers consider the value of money from restaurants by comparing what they get from restaurants (for example, food and service) and what they have to sacrifice to criticize the restaurant (for example, prices). In general, consumers recognize good value for money when they feel that the quality of the products and services they receive are worth the same as, or better than, the price they pay. Value of money as an important variable is when consumers make decisions in restaurants. Restaurants use price as a measure for restaurant quality and consider that restaurants are expensive and serve good food and offer far better quality than restaurants. (Clemes, Gan, & Sriwongrat, 2013).

### 3. Materials and Methods

In this study using descriptive writing method with a quantitative approach,

according to (Sugiyono, 2012) explains that, "Descriptive approach is research conducted to determine the value of variables independently, either a variable or more. (Independent) without making comparisons, or connected with other variables ". Descriptive research here aims to obtain a description or description of the factors of millennial consumption behavior towards Sundanese restaurants. This study aims to identify the factors that influence millennial consumption behavior towards Sundanese restaurants.

Based on the type of descriptive research conducted through data collection in the field conducted by the authors the method used in this study is the descriptive survey method and the explanatory survey method.

The object of research is that millennial consumption behavior towards the interest of visiting Sundanese restaurants in Bandung. The subjects of the study were the millennials aged 20-34 years who had dined at Sundanese restaurants (Sindang Reret, Alas Daun, Sunda Raja, Ponyo, Bu Imas Restaurant, Sambara, Warung Bancakan Rice, Warung Nasi Ampera, Ma 'Uneh Restaurant, Sundanese Pavilion) in the city of Bandung. The population determined by researchers in this study is that millennial who have made dinner to Sundanese restaurants in Bandung. S Ampel research is that the millennial range of 20-34 years who have eaten at Sundanese restaurants, to get the number or size of the study sample. The population in this study amounted to 699,395 people, the popularity of table 3.2 with the standard error set by the author by 10%, then the samples obtained amounted to 270 people.

The method used in this research is exploratory factor analysis. Factor analysis is a model that does not determine independent and dependent variables but rather looks for interdependent relationships between variables to identify the dimensions or factors that shape them. The purpose of factor analysis is to summarize data so that

relationships and patterns can be easily interpreted and understood. Usually used to classify the back of a variable into a set of groups limited by the variant divided. Factor analysis was first used by Charles Spearman who has an interest in human abilities. Factor analysis has two main techniques, which are Confirmatory Factor Analysis (CFA), which attempts to confirm hypotheses and use path analysis diagrams to represent variables and Exploratory Factor Analysis (EFA) to try to uncover complex patterns to explore collections. data and prediction test. (Yong & Pearce, 2013)

**4. Results and Discussion**

**4.1. Respondent Data**

**Table 1.** Respondent data based on gender

	Frequency	Percent	Cumulative Percent
Men	102	37.8	37.8
Woman	168	62.2	100.0
Total	270	100.0	

**Table 2.** Respondent data based on age range

	Frequency	Percent	Cumulative Percent
20-24 years	227	84.1	84.1
25-29 years old	34	12.6	96.7
30-34 years old	9	3.3	100.0
Total	270	100.0	

**Table 3.** Respondent data based on type of work

	Frequency	Percents	Cumulative Percent
Mother Home Appliances	8	3.0	3.0
Civil Servants	8	3.0	5.9
Private Employee	48	17.8	23.7
Student / Student entrepreneur	185	68.5	92.2
entrepreneur	21	7.8	100.0
Total	270	100.0	

**Table 4.** Respondent Data based on Revenue

	Frequency	Percent	Cumulative Percent
< Rp . 2,500,000	188	69.6	69.6
> Rp . 10,000,000	5	1.9	71.5
Rp . 2,600,000 - Rp . 5,000,000	60	22.2	93.7
Rp . 5,100,000 - Rp . 7,500,000	8	3.0	96.7
Rp . 7,600,000 - Rp . 10,000,000	9	3.3	100.0
Total	270	100.0	

**Table 5.** Respondents Data based home area

	Frequency	Percent	Cumulative Percent
Bandung	217	80.4	80.4
Outside Bandung	53	19.6	100.0
Total	270	100.0	

**Table 6.** Respondents Data based on Visited Experience

	Frequency	Percent	Cumulative Percent
No	6	2.2	2.2
Yes	264	97.8	100.0
Total	270	100.0	

**Table 7.** Data Respondents by Number of associates who participate visit

	Frequency	Percent	Cumulative Percent
> 10 people	18	6.7	6.7
1-3 people	82	30.4	37.0
4-6 people	143	53.0	90.0
6-10 people	27	10.0	100.0
Total	270	100.0	

**Table 8.** Respondent data based on the period of visit

	Frequency	Percent	Cumulative Percent
<1 hour	65	24.1	24.1
> 1 hour	205	75.9	100.0
Total	270	100.0	

Testing variable is a step the first that should be done to determine whether the variables were studied already feasible as a whole to be analyzed more advanced.

**Table 9.** KMO and Bartlett's Test Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square df	5226,175 496
	Sig.	.000

Source : Data processed with SPSS version 25.0

Based on the table above can be seen that the results of KMO and Bartlett's Test after performed the extraction of factors resulted in the value of MSA more substantial than 0.5 ie  $0.874 > 0.5$  which means the data that meets the requirements to be analyzed much further.

**4.2. Variable Filtering**

The next step after testing the variables is filtering the variables from the Anti-Image Matrix table . Special to the number of correlation which is marked 'a' of the column Anti-Image Correlatio in the

column of the obtained results throughout the variables that meet the criteria . Having performed the processing of the data showed the result that a whole variable has a value of MSA that fulfill the criteria of the requirements of the MSA that is more than 0.5, so that the process of extraction of factors does not need to be carried back as has been in accordance with the criteria and can continue the process of analysis further is communalities.

#### 4.3. Communalities Analysis

Communalities analysis shows how much a variable can explain factors . For example Behavior 1 has an extraction value of 0, 724 which means the Behavior 1 variable can explain a factor of 72 , 4 % . Likewise with other variables that have a value of more than 50%, it can be concluded that all variables can explain the factors

#### 4.4. Analysis of Total Variance Explained

This study uses two types of analysis of variance explanation namely, Initial Eigenvalues and Extraction Sums of Squared Loadings. Table Total Variance Explained below is useful to determine what factors which may form

There are 32 components that can represent variables. In the Initial Eigenvalues column processed with SPSS, a minimum value of one is determined. Variants that bias is explained by the component 1 is  $10\ 628/32 \times 100\% = 32\ 211\%$ , component 2 of  $3285/32 \times 100\% = 10\ 267\%$ , component 3 of  $2,175 / 32 \times 100\% = 6798\%$ , component 4 of  $1,549 / 32 \times 100\% = 4.841\%$ , the component 5 at  $1,447 / 32 \times 100\% = 4,521\%$ , component 6 of  $1,230 / 32 \times 100\% = 3,845\%$ , component 7 of  $1,180 / 32 \times 100\% = 3,688\%$ , and component 8 of  $1,048 / 32 \times 100\% = 3,276\%$ . With semikian because the value of eigenvalues are defined is one , then the value of the total that will be taken is the value that is more than one , which is a component of the up to eight which had a total value of Cumulative 70 448%.

#### 4.5. Matrix Component

After knowing that the factors which bias is formed maximal delapan, then the next is perform determination of each variable that will enter into component factors are right . Based on the table looks as much as 32 variables by grouping eight factors just are formed .

Having in mind that there are eight factors that are formed from the process before the factors that merupakan factor optimized for the analysis of more advanced , table Component Matrix This is a table that shows the distribution of all 32 variables on eight factors were formed . Values that are loading factor that indicates the magnitude of correlation between the variables with eight factors were formed . Example KMMakanan1 has jlai correlation with Fakro to the one of 0760 and the correlation largest compared with correlations on factors other so KMMakanan1 misclassified on factor 1 process is a determination to enter a variable to within one factor. If still no doubt value because the value of the correlation is too much , then it will be done the next , namely the rotation factor

#### 4.6. Rotated Component Matrix

In the process before they are doubts for position value correlation apart then continued the process of analysis further that the rotation of factors that is functioning so that the value of the correlation that is dispersed into a sequence in accordance with the value of the correlation of variables with the component factors that have been formed. Results rotation can be known by seeing the value of each indicator that has been in grouped into eight factors recently and the variables that have a value of the highest in any one factor will be entered into faktorr it . For example KMMakanan4 has a correlation largest with factor 1 ie 0833 means that the variable KMMakanan4 entered into a factor of 1. Here are the results of the analysis of the rotation factor of the table Rotated Component Matrix.

The following is the result of the factor rotation analysis from the Rotated Component Matrix table .

Factor 1 : KMM food 4, K MM food 2, K MM food 3, K MM food 5, K MM food 1 and K MM food 6.

Factor 2 : KMIndividu3, KMIndividu4, KMIndividu8, KMIndividu7, KMIndividu2 and KMIndividu 5 .

Factor 3 : Behavior 1, Behavior 4, Behavior 10, Behavior 3, and Behavior 2 .

Factor 4 : KML environment 6, KML environment 5, KML environment 4.

Factor 5 : Behavior 6, Behavior 5, Behavior 7

Factor 6 : KMIndividu10, KMIndividu1, and KMIndividu12

Factor 7 : Behavior8 and Behavior9

Factor 8 : KMIndividu 6 and KMIndividu9

The eighth group of factors that are factors of the most dominant that influence the behavior of consumption millennial against interest visit to the restaurant Sunda in Bandung. Factors such a grouping dar several variables that each have a correlation between the variables with variables other, so it can be used as one factor of the core.

#### 4.7. Determine the Factor Label

Based on the results of the analysis of the factors of the data that has been obtained through the deployment of questionnaires to respondents who have ever been to a restaurant Sunda (Sindang Reret, Alas Daun, Raja Sunda, Ponyo, Home Eating Mrs. Imas, Sambara, Warung Nasi Bancakan, Warung Nasi Ampera, Home Eating Ma 'Uneh, Pavilion Sunda) in Bandung, there are eight factors recently and are formed because of the correlation that is strong between the variables dominant then combined into a single factor dominant that influence the behavior of consumption millennial against interest visit to the restaurant Sunda in Bandung. Here it is giving the label of the factors of the new are formed, namely :

The first factor is a factor of the characteristics of the food, which consists

on a variable meaning attached which became the order of the first as having value extraction by 0833, signaling that the food Sunda is the type of food is local and has a meaning that is attached at each meal so that respondents who consume it can feel a sense which was intended by the manager of the Sundanese Restauran. In last there is a variable price, value and quality with value extraction 0615, indicates that food Sundanese own price, value and quality that is quite in accordance with the expectations of respondents, there are several respondents complained that prices were too expensive and the services are given less to show the character of the Sunda namely "someah "in some Sundanese restaurants in the city of Bandung. This factor has a total eigenvalues of 10,628. The first factor called the characteristics of food for representing each component of the variables are incorporated.

The second factor is a factor of influence the world outside that is composed on the variable socio-economic as order first with value extraction 0765, it can be interpreted that respondents who visit to Spanish Sundanese as affected by the conditions of employment and income respectively so that the frequency kunjunganpun can rely to consumers in certain segments. In order last there is a variable food neophobia with value extraction 0605, can be interpreted that the majority of respondents have a reluctance to try the food just that they have not been out in advance, so that the manager can consider aspects of this time wanted to determine the menu recently Has a total of eigenvalues of 3.285. Factors to two so-called influence the world outside because of behavior that generated a response of individuals to respond to things beyond his control.

The third factor are the factors feeling positive (positive feeling) that is composed on the variable intention or intention as a sequence first with value extraction 0791, indicates that respondents have the intention to pay a visit to the restaurant Sunda, based



on experience of visits before were left feeling positive for the respondent. In order last is variable refreshment with value extraction 0591, indicates that respondents may feel things are quite refreshing in terms of atmosphere during a visit to the restaurant Sunda. Has a total eigenvalues of 2,175. The third factor so-called feeling positive because it consists of the intention or the intention, interest, confidence, satisfaction and a feeling of refreshing.

The four factor is a factor of the environment in the destinations of interest consists on a variable seasonality as the order of the first with value extraction 0751, it can be interpreted that the respondents visit for Spanish Sundanese have time seasonal (peak / low season) were pretty good, does not lead to queues that make comfort disturbed then the temperature of air that exist in the neighborhood restaurant Sunda already comfortable according to the respondents. The last factor is that the variables of marketing communication with value extraction 0504, it can be interpreted that respondents who visit to Spanish Sundanese quite affected by the communication of marketing that do manager Spanish Sundanese. Have a total eigenvalues of 1,549. The four factor named factors environment in the destinations of interest because when it was located in the destination that has the architecture, the service, the temperature of the air which is good until the time and with whom someone comes to destinations of interest may affect the behavior of individuals.

The fifth factor is a factor to manage feelings of boredom, regret and suffer composed on variable distress as a sequence first with value extraction 0826, meaning the respondent indicates the feeling does not suffer when doing visits or be in Spanish Sundanese, variable last on factor is that boredom with value extraction 0764, meaning that some respondents did not feel bored when they visited or were at Sunda Restaurant. This factor has a total eigenvalues of 1,447. The sixth factor

so-called feeling negative because it indicates the ability of a person to manage the sense of boredom, regret to suffer when it should be in the situation of a particular instance when someone visit to Spanish Sundanese.

The sixth factor is a factor of the fulfillment of the needs of the physical and psychological consists on a variable obligatory as the order first by value extraction 0826, it can be interpreted that the respondent been to meet the needs of physically namely meal and considering the condition of health when choosing to Spanish Sundanese. In last on factor is that the variable extension with value extraction 0764, it can be interpreted that the respondents visited to look for foods that have a familiarity flavor and taste and Spanish Sundanese can accommodate the needs of those. Has a total eigenvalues of 1,230. The sixth factor named fulfilling the needs of physically and psychologically because of the variables that gathered indicate that the fulfillment of the needs of the physical, condition of health, the background behind the culture and familiarity of flavors and tastes of the respondents.

The seventh factor is a factor to establish a relationship consists on a variable first, namely creating and maintaining relationships with value extraction 0762 indicates that respondents can create and maintain a relationship when being in Spanish Sundanese well as tersediannya meeting room or atmosphere of family that is created in the Spanish Sundanese. Variable past that sense of belongings with value extraction 0665, indicates that the respondents quite able to cultivate a sense of mutual has with people around time is in Spanish Sundanese. This factor has a total eigenvalues of 1,180. factor to the seven so-called factor of establishing a relationship because the two variables are very clearly reflects how the ability of a person to cultivate and maintain a relationship when a visit to a restaurant

Sunda.

The eighth factor is a factor seek experience unique and authentic consists on two variables are variables variety-seeking tendencies with value extraction by 0773, have the meaning that respondents who visit to Spanish Sundanese quite have the tendency to try the diversity in the selection menu and the services that are provided such as the presentation of "parasmanan" or self-service, in other words Spanish Sundanese provide a diversity to meet the satisfaction of consumers and variable symbolic with value extraction 0578, have the meaning that respondents who visit to Spanish Sundanese one of its objectives is to explore the culture of local and feel the experience of authentic especially for the respondent who is not a native tribe Sunda, in other words Spanish Sundanese already quite capable of representing the culture of Sunda ranging from a menu that was served, equipment and ornaments are displayed to the service that was given. This factor has a total eigenvalues of 1,048. the eighth factor named factor seek experience unique and authentic for both variables are very clearly reflects how the desire of someone getting experience unique and authentic of the results of the exploration.

## 5. Conclusions

Based on the results of research and discussion that do research on the factors that influence the behavior of consumption millennial against interest visit to the restaurant Sunda in Bandung then can be summed up as follows :

- a. Bandung has a millennial population of 27.99 percent in the 20-34 year age group with a total of 699,395 thousand inhabitants . In domination by people susceptible age of 20-24 years is about 10, 36 percent. After analyzing the questionnaires were distributed to 270 respondents, then can be concluded that the majority of the population aged 20-24 years worked as a student or a student with a majority of revenue <

IDR. 2,500,000, as well as spend time more than one hour when being in Spanish Sundanese.

- b. Based on the analysis of questionnaires were distributed to the respondents, disimpulkan there are 32 factors that affect the behavior of consumption millennial against inat visit to the restaurant Sunda in Bandung. Factors such is the meaning attached, methods of preparation and cooking, food content, food availability, sensory attributes, price, value and quality, interest, intention or intention, contentment, refreshment, self-efficacy, socio-economic, religious beliefs, demographic status, cultural background, increased exposure, seasonality, service encounters, servicescape, contextual influences, familiarity of breeds content, pleasure, food neophobia, distress, regret, boredom, creating and maintaining relationships, sense of belongings, obligatory, symbolic, extension and variety -seeking tendency.
- c. Formed nine factors just that become a factor most optimal of factors behavior of consumption millennial against interest visit to the restaurant Sunda in Bandung. The nine factors have value eigenvalues are varied, getting great grades eigenvalues so great anyway influence that is given, the factors most dominant in value eigenvalues 8790 is a factor characteristics of the food. This section is the closing article . Conclusions are written without numbers, and are presented in paragraph form. The implications and limitations of the study are also presented in paragraph form.

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