

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer focuses on the analysis and interpretation of the data related to customers' perspective on menu written in English in enak-enak cafe. The writer distributed the questionnaires to customers in his cafe in Pekalongan. The questionnaire consists of 10 statements. The writer used descriptive statistic in analyzing the data. Descriptive analysis explained customers perception on menu written in English on the writer's cafe. The writer chose mean variable data to measure the data that writer collected. The value of mean is the sums of all the data in each variable which is then divided with the total respondents. The formula refers to the following:

$$Me = \frac{\sum Xi}{n}$$

Me = Mean

Σ = Sigma

Xi = Value of X to i – to n

N = Total Respondents

The writer categorized the result of the questionnaire into 2 criteria of responses. If the mean is <3, it is categorized into negative response. If the mean is >3, it belongs into positive response. The questionnaire contains

of 10 statements and 5 options. The data were collected after the customer read the menu and ate in *enak-enak* café

4.1 Findings Customers' Perception

4.1.1 Customers' perception about cafe prestige

Statement number 1 is “*Kafe dengan menu berbahasa inggris lebih bergengsi daripada kafe yang menunya menggunakan bahasa Indonesia* (A café which uses English language in the menu is more prestigious than a café which uses Indonesian language)”. According the statement, customers were asked about their perception about prestige of menu written in English, whether the customers feel that a cafe which uses English language is more prestigious or not.. The result reveals that the maximum score of statement number 3 is 5 and the minimum score is 4. Then the writer counted the mean of this statement to get to know if it has positive or negative response. The result is attached below.

Table 4.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Kafe dengan menu berbahasa Inggris lebih bergengsi daripada kafe yang menunya bahasa indonesia</i> (A cafe which uses English language in the menu is more prestigious than a cafe which uses indonesian language)	30	3	5	4.30
Valid N (listwise)	30			

From the result above, the respondent had positive perception about that statement because the mean score for statement number 1 is 4.30. From the data above, the writer concludes that the customers feel that a cafe that use English is more prestigious than cafe that use Indonesian menu.

4.1.2. Customers' perception about the price in a cafe with menu written in English

Statement number 2 is "*Kafe dengan menu bahasa Inggris lebih mahal dari kafe dengan menu berbahasa Indonesia*" (A café which menu is written in English language is more expensive than that in Indonesian language). This statement aims to find out customers' perception about price in a café which has a menu written in English. The writer wants to know about their concern about price in a café which uses English language in their menu. The result showed that the maximum statement score is number 5 and the minimum score is 1. The result is attached below:

Table 5.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Kafe dengan menu berbahasa Inggris lebih mahal dari kafe dengan menu bahasa Indonesia.</i> (A cafe which menu is written in English language is more expensive than Indonesian language menu)	30	1	5	4.07
Valid N (listwise)	30			

From the result above, the respondents had positive perception because the mean score for statement number 2 is 4.07. The writer assume that the respondents are agree about statement perception, the respondents tend the price in the cafe which uses English written menu is more expensive than Indonesian cafe menu.

4.1.3. Customers' perception about on the customers' preference of going to a cafe with menu written in English

Statement number 3 is "*Saya merasa lebih senang ketika pergi ke kafe dengan menu berbahasa Inggris*" (I feel happier when I am going to the cafe which menu is written in English) in which the writer wants to know if the customers prefer to go to a café with a Menu written in English cafe menu written in English. The result showed that the maximum score of statement number 3 is 4 and the minimum score is 2. The result is attached below:

Table 6.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Saya merasa lebih senang ketika pergi ke kafe dengan menu berbahasa Inggris</i> (I feel happier when I am going to the cafe which menu is written in English)	30	2	4	3.30
Valid N (listwise)	30			

The result shows that the mean score for statement number 3 is 3.30. According to the result, the writer assume that only few customers who really feel like going to a café which menu is written in English . The writer based his conclusion on the fact that the result of mean is only slightly higher than the target mean >3

4.1.4. Customers' perception about on spending more money in a cafe with menu written in English

Statement number 4 is “*Saya rela mengeluarkan uang lebih untuk membeli makanan dan minuman dikafe yang memakai menu bahasa inggris*” (I am willing to spend more money to buy food and drinks at cafes which menu is written in English). This statement aims to finding out customers' perception on how the customers spend money in a café with Menu written in English. The writer wants to know whether the customers are more willing to spend their money in a café with Menu written in English. The result showed that the maximum score of statement number is 4 and the minimum score is 2. The result is attached below:

Table 7.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Saya rela mengeluarkan uang lebih untuk membeli makanan dan minuman dikafe yang memakai menu bahasa Inggris. (I am willing to spend to buy food and drinks at cafes which menu is written in English)</i>	30	2	4	3.10
Valid N (listwise)	30			

The result shows that the mean score for statement number 4 is 3.10. The result show that respodents have positive perception. According to the result, the writer assumes that although it has positive perception, only few customers who want to spend more money in a café which has menu written in English because the result of the mean only slightly higher than 3

4.1.5. Customers' perception on their inclination towards menu written in English

Statement number 5 is “*Saya menyukai menu berbahasa inggris daripada menu berbahasa indonesia*” (I like menu written in English rather than menu written in Indonesian). The writer made this statement to aim customers' perception on their inclination towards menu written in English, since the writer's subjects live in a small town. The result reveals that the maximum score of statement number 5 is 4 and the minimum score is 2. The result is attached below:

Table 8.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Saya menyukai menu berbahasa Inggris daripada menu berbahasa indonesia. (I like menu written in English rather than menu written in Indonesian)</i>	30	2	4	2.90
Valid N (listwise)	30			

The result reveals that the mean score of statement number 5 is 2.90 that means that respondents had negative perception. The writer assumes that although a café which has menu written in English is prestigious, the customers still prefer menu written in Indonesian menu. Some respondents in *enak-enak cafe* still ordered in Indonesian, although the menu is written in English.

4.1.6. Customers' perception on their prestige of menu written in English

Statement number 6 is "*Saya merasa bangga ketika saya berkumpul di kafe yang menunya memakai berbahasa Inggris*" (I feel proud when I hang out in a café which menu is written in English). The writer made this statement to find out the customer's prestige towards menu written in English. The writer wanted to know if the customers are proud to hang out in a cafe with menu written in English. The result showed that the maximum score of statement number 6 is 5 and the minimum score is 2. The result is attached below:

Table 9.

Descriptive Statistics

	N	Minimum	Maximum	Mean
<i>Saya merasa bangga ketika saya berkumpul di kafe yang menunya berbahasa Inggris. (I feel proud when I hangout in a cafe which menu is written in English)</i>	30	2	5	3.40
Valid N (listwise)	30			

The result showed that the mean score of statement number 6 is 3.40. It shows that customer had positive perception towards the prestige of english menu. The result of statement 6 about customers' prestige is that the customers are proud to hanging out in a café where the menu is written in English.

4.1.7. Customers' perception on whether only rich people can gather on a cafe which has menu written in English

Statement number 7 is "*Hanya orang kaya yang bisa berkumpul dikafe dengan menu bahasa inggris*" (Only rich people can gather at the cafe which menu is written in English). The writer made this statement to find out customers' opinion on whether a café which has menu written in English is exclusively for rich people to hang out. The writer made this statement since the writer's café is in Pekalongan where English language is foreign. The result reveals that the maximum score is 4 and the minimum score is 2. The result is attached below:

Table 10.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Hanya orang kaya yang bisa berkumpul dikafe dengan menu bahasa Inggris. (Only rich people can gather at the cafe which menu is written in English)</i>	30	2	4	2.73
Valid N (listwise)	30			

Based on the data result, the mean score of statement is 2.73. It means that the respondent had negative perception. The writer assumes that the respondents believe that they do not need to be rich to hang out in a café whose menu is written in English. The customers of *Enak-enak* cafe are mostly common people.

4.1.8. Customers' perception on the equality between a cafe using menu written in English and that using menu written in Indonesian.

Statement number 8 is "*Saya merasa bahwa kafe dengan menu berbahasa Inggris sama dengan kafe dengan menu berbahasa Indonesia*" (I feel that the cafe which uses English in its menu is the same as a cafe which uses Indonesian language. with an Indonesian menu). The writer made this statement to find out customers' perception on a café which has menu written in Indonesian and that in English. The writer wanted to know what customers really feel about those two different cafes. The result showed that the maximum score of statement number 8 is 5 and the minimum score is 2. The result is attached below:

Table 11.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Saya merasa bahwa kafe dengan menu berbahasa Inggris sama dengan kafe dengan menu berbahasa indonesia. (I feel that the cafe which uses English in its menu is same as cafe which uses indonesian language)</i>	30	2	5	2.83
Valid N (listwise)	30			

The result showed that the mean score of statement number 6 is 2.83 which it means that the respondents had negative perception about that statement. The writer assumes that the respondents believe that cafe with English menu was different than Indonesian cafe menu.

4.1.9. Customers' perception on their comfort on buying food and beverages on cafe which menu is written in English

Statement number 9 is "*Saya tidak nyaman ketika saya membeli makanan dan minuman di kafe yang berbahasa Inggris*"(I do not feel comfortable when I buy food and drinks at an English-speaking cafe). The writer made this statement to find out customers' comfort when they order something in a café where menu is written in English. The writer made this statement since the writer's customers are not really familiar with English language. The result reveals that the maximum score is 4 and the minimum score is 1. The result is attached below:

Table 12.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Saya tidak nyaman ketika saya membeli makanan dan minuman di kafe yang berbahasa Inggris. (I do not feel comfortable when I buy food and drinks at an English cafe)</i>	30	2	5	2.87
Valid N (listwise)	30			

Based on the data result, the mean score of statement is 2.87. It shows that respondents had negative perception about that statement. The writer assumes that the customers' is comfortable while ordering menu in a café where the menu is written in English although the customers are not familiar with English language.

4.1.10. Customers' perception on their comfort on buying food and beverages on cafe which menu is written in English

Statement number 10 is "*Suasana kafe lebih penting daripada menu berbahasa Inggris*" (The atmosphere of the cafe is more important than the menu written in English). The writer made this statement to find out customers' preference, whether they prefer cafe's coziness to menu written in English. The result reveals that the maximum score is 5 and the minimum score is 2. The result is attached below:

Table 13.

Descriptive Statistics				
	N	Minimum	Maximum	Mean
<i>Suasana kafe lebih penting daripada menu berbahasa inggris</i> (The atmosphere of the cafe is more important than the menu written in English)	30	2	5	4.40
Valid N (listwise)	30			

The result shows that the mean score of statement is 4.40. It means that the respondents show a positive response towards the statement.

The writer assumes that customers prefer cafe coziness to menu written in English, because for them it is more important to have cozy place for hanging out than having menu written in English cafe.

4.2 Discussion

After distributing the questionnaire and collecting the data, the writer knows that Q7 has the lowest mean score with mean 2.73 while the highest score is Q12 with mean 4.40. The result of all questionnaire is attached below.

Table 14

All Descriptive Statistics data

Descriptive Statistics						
Statements	N	Minimum	Maximum	Mean		
Kafe dengan menu berbahasa inggris lebih bergengsi daripada kafe dengan menu yang menggunakan bahasa indonesia.	30	3	5	4.30		
Kafe dengan menu bahasa Inggris lebih mahal dari kafe dengan berbahasa indonesia.	30	1	5	4.07		
Saya merasa lebih senang ketika pergi kafe	30	2	4	3.30		

dengan menu berbahasa inggris				
Saya rela mengeluarkan uang lebih untuk membeli makanan dan minuman dikafe yang memakai bahasa inggris	30	2	4	3.10
Saya menyukai menu berbahasa inggris daripada menu berbahasa indonesia	30	2	4	2.90
Saya merasa bangga ketika saya berkumpul di kafe berbahasa inggris	30	2	5	3.40
Hanya orang kaya yang bisa berkumpul di kafe dengan menu berbahasa inggris	30	2	4	2.73
Saya merasa bahwa kafe dengan menu berbahasa inggris sama dengan kafe dengan	30	2	5	2.83

menu berbahasa indonesia						
Saya tidak nyaman ketika saya membeli akanan dan minuman dikafe yang berbahasa inggris	30	2	5			2.87
Suasana kafe lebih penting daripada menu berbahasa inggris	30	2	5			4.40
Valid N (listwise)	30					

Generally, from the table above, the findings of this study indicate positive perception on menu written in English in *enak-enak cafe*. 6 out of 10 statements of the respondents' response are positive. It is of the general agreement among the respondents that they perceive menu written in English is more prestigious than that written in Indonesian. The respondents also mostly agree that café with menu written in English is more expensive than the café with menu written in Indonesia. On whether the respondents like to go to a café where the menu is written in English, basically the respondents show positive perception on this statement. However, looking at the mean closely, it is only slightly above 3. Thus, although the point is perceived by the respondents positively, the perception is not very

strong. Similarly, on whether the respondents are willing to pay more in a café which menu is written in English, the mean shows that although the perception of the respondents is positive but it is only slightly positive. The results of these two statements show that menu written in English language, although perceived positively, is not strong. It means that menu written in English does not really affect customers in *enak-enak café* to spend more money.

The above results are supported by the following statements whether the customers like to go to the café whose menu written in English and whether they feel pleased to come to the café with menu written in English. The results show that the customers do not really feel that going to the café whose menu written in English is something that they like. Less than half respondents have positive response to this statement. Only few customers perceive that going to a café which has menu written in English make them proud. These two statements highlight customers' perception that menu written in English does not really affect the customers. The perceptions of the respondents on the other two statements are in line with previous statements. On the statement that only rich people can go to café with menu written in English, the respondents have negative perceptions. It means that not only rich people but also people with less money can go to that café. On responding to the statement whether the customers feel uncomfortable to go to café which menu is written in English, again the respondents give negative perception, which means that they feel just fine to go to café with menu written in English. These two responses emphasize the fact that although the respondents think that café with

menu written in English is more prestigious than café with menu written in Indonesia, supported also with statement 9, the perceptions are not very strong.

The last statement, where the respondents respond strongly positive to the importance of the atmosphere of the café seems to prove that in the case of customers of enak-enak café in a small town of Pekalongan, the customers tend to review a café based on its atmosphere rather than whether the menu is written in English language although the customers on the opinion that menu written in English makes the café more prestigious than café with menu written in Indonesian

