

# CONSUMEN EXPECTATIONS ABOUT THE MODEL OF VEGETABLE MENU AT RESTAURANTS IN PADANG CITY IN 2020

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## Abstrak

Based on the 2014 Total Diet Survey (SDT) data, it shows that the average consumption of vegetables and their processed products for the Indonesian population is 57.1 grams per person per day. Meanwhile, the average vegetable consumption for the population of West Sumatra province is 45.4 grams, including the 5th lowest vegetable consumption nationally and very far from the WHO recommendation of 250 grams/day. This condition is supported by the community environment where most Padang restaurants or restaurants provide very limited types of vegetables. Whereas West Sumatra is known as a center for vegetable production. This study aims to obtain a model of the vegetable menu that consumers want in restaurants in the city of Padang. The population in this study are restaurant consumers in the city of Padang. The sample is calculated using the formula for the estimation of the proportion of one population and is taken by simple random sampling with predetermined criteria. Data on consumer opinions and desires about the vegetable menus available in restaurants were obtained by means of interviews conducted by interviewers who previously had equalized perceptions. The data is processed using a computer through the stages of checking, coding, entering data, and cleaning data. Data analysis was carried out descriptively to describe consumer opinions and desires about the vegetable menu at restaurants in the city of Padang and to describe the desired vegetable menu model. The results showed that 60% of restaurant consumers in the city of Padang stated that the types of vegetables/types of vegetable dishes were less varied, 52.5% did not like the vegetables served, 52.5% small vegetable portions, 77.5% no vegetable dishes. specifically, 70% did not choose a restaurant because they did not like the vegetables served, 85 chose spinach/kale as the vegetables provided, and 90% of consumers stated that the type of vegetable dish they wanted was boiled/clear and stir-fried.

Keywords: Consumen, Expectations, The Model, Vegetable, Menu At Restaurants

## Background

Indonesia is a country that has a variety of fruits and vegetables, but people's consumption of fruits and vegetables is very low (Ramayulis 2015). Basic Health Research Data 2013 shows that the population aged 10 years who consume less fruit and vegetables in Indonesia is 93.5% while West Sumatra is 97%, with the fourth rank in Indonesia. (Ministry of Health RI 2013) and Riskesdas 2018 in Indonesia increased to 95.5% and the province of West Sumatra was above the Indonesian average of 96.8% (Riskesda 2018)

Vegetables and fruit are sources of various vitamins, minerals and fiber. Some vitamins, minerals contained in vegetables and fruits act as antioxidants in the body. Vegetables and fruit are also sources of various micronutrients, phytochemicals which are contained in limited quantities in other food groups. (Rita Ramayulis 2015)

The World Health Organization (WHO) generally recommends the consumption of vegetables and fruits for a healthy life of 400 grams per person per day, consisting of 250 grams of vegetables (equivalent to 2 ½ servings or 2 ½ cups of vegetables after cooking or draining) and 150 grams of fruit. (equivalent to 3 medium-sized Ambon bananas or 1. ½ pieces of medium-sized of papaya or 3 medium-sized oranges). (Ministry of Health.2014)

Based on the 2014 Total Diet Survey (SDT), it shows that the average consumption of vegetables and their processed products for the Indonesian population is 57.1 grams per person per day. Of all types of vegetables, leaf vegetables were consumed the most, namely 56.8 grams which contributed 99.5 percent of the average total weight of vegetables consumed by the population. Meanwhile, the average vegetable consumption for the population of West Sumatra province is 45.4 grams, including the 5th lowest vegetable consumption nationally. (Badan Litbangkes, 2014).

This condition is supported by the community environment where most Padang restaurants provide very limited types of vegetables. The types of vegetables that are widely available in restaurants in the city of Padang are cucumber, cassava leaves, cabbage, bean sprouts, long beans and jackfruit vegetables. Even though West Sumatra is known as a center for vegetable production, most of this production is sold outside the region, such as Riau. This has contributed to the low consumption of vegetables for the population of West Sumatra

The research we did in 2019 on the role of stakeholders and restaurant owners regarding the diversification of vegetable menus in restaurants in Padang City still needs to be developed where based on suggestions from stakeholders it is necessary to first explore information from the consumer about the opinions/desires of the vegetable menu available at restaurant

Formulation of the problem

What is the vegetable menu model that consumers expect to be available at restaurants in Padang City?

## **Aim**

### **General purpose**

This study aims to obtain a model of consumer empowerment in diversifying vegetable menus in restaurants in Padang City.

### **Special purpose**

1. It is known that consumers' opinions about the vegetable menu served at restaurants in the city.
2. Knowing the type of vegetable menu that consumers want is served at restaurants in Padang City
3. Obtained a model for empowering restaurant consumers in diversifying the vegetable menu served at restaurants in the city of Padang.

### **Benefit**

As input for making policies in diversifying vegetable menus in restaurants in the city of Padang in particular and restaurants in general and as a basis for planning and improving nutrition problem prevention programs

### **Research Methods**

#### **Research Types and Design**

This research is descriptive with a cross sectional design to describe the opinions and desires of consumers about the diversification of vegetable menus served in restaurants in the city of Padang.

#### **Research Time and Location**

The research was conducted in 2020 which aims to describe the opinions and desires of consumers about the diversification of vegetable menus in restaurants.

#### **Population and Sample**

The population in this study are consumers of restaurants in the city of Padang. The sample is calculated using the sample size formula to estimate the proportion in one population. Sampling will be done by Simple Random Sampling by using a random sampling table with the criteria of being willing to be sampled, at least 2 times a week eating at a restaurant in the city of Padang, domiciled in the city of Padang, and informative

#### **Data collection**

Data on consumer opinions and desires about the vegetable menus available in restaurants in the city of Padang were obtained by means of interviews. Interviews were carried out by interviewers who had previously been carried out by equalizing perceptions.

#### **Data processing**

The data is processed using a computer to find out the opinions, desires and the model of the vegetable menu in the restaurant. Data processing is carried out through the stages of checking, coding, entering data, and cleaning data.

## Data analysis

Data analysis was carried out descriptively to describe consumer opinions and desires about the vegetable menu at restaurants in the Padang city and to describe the desired vegetable menu model.

## Permission and Research Ethics

Before starting the research, ethical clearance was first requested from the ethics committee of the Health Research and Development Agency of the Ministry of Health and informed consent. Research permits were carried out through the Director of Poltekkes, Ministry of Health, Padang and ethical clearance through the Ethics Commission of the Faculty of Medicine, UNAND Padang.

## RESULTS AND DISCUSSION

### Results

The average age of the respondents is 41.3 years, where the youngest age is 30 years old and the oldest is 53 years old with an education level of 60 is high school and 27.5% college and most of them are housewives, namely 75%

### Consumer Opinion about Vegetable Menu in Restauran

**Tabel 1: Frequency Distribution of Respondents' Opinions About Types/Kinds**

<b>Vegetables in Restaurants in Padang City in 2020</b>		
<b>Types of Vegetables at RM</b>	<b>n</b>	<b>%</b>
Not Varied	24	60
Not attractive	9	22,5
Fine	3	7,5
Not clean	2	5,0
Bad taste	2	5,0
<b>Jumlah</b>	<b>40</b>	<b>100</b>

In the table above, the opinion of respondents that the types of vegetables in restaurants in the city of Padang are mostly not varied, 24 (60%)

**Table 2. Frequency Distribution of Respondents' Opinions on Vegetable Cuisin at Padang City Restaurant in 2020**

<b>Vegetable Cuisine at RM</b>	<b>n</b>	<b>%</b>
Fine	4	10

Enough	12	30
Do not like it much	21	52,5
Do not like	3	7,5
Amoun	<b>40</b>	<b>100</b>

In the table above, most of the respondents think that the vegetable dishes in the Restaurant Less Like 21 (52.5%).

**Tabel 4. Frequency Distribution of Respondents' Opinions About Specific Vegetables in Padang City Restaurants in 2020**

Specific Vegetables at RM	n	%
Yes	9	22,5
No	31	77,5
<b>Amount</b>	<b>40</b>	<b>100</b>

In the table above, it can be seen that most of the respondents said there were no specific vegetables in the restaurant, namely 31 (77.5%)

#### Reasons for Consumers to Choose Restaurants

**Table 5. Frequency Distribution of Respondents' Opinions About Choosing a House Eat in Padang City in 2020**

Reasons to Choose RM	n	%
The food is delicious	17	42,5
Clean	3	7,5
Good Service	2	5,0
Near home	5	12,5
Affordable prices	13	32,5
<b>Amount</b>	<b>40</b>	<b>100</b>

The table above explains that the reason why respondents choose a restaurant, the most said is because the food is delicious (42.5%) and the price is affordable 32.5%.

**Table 6. Frequency Distribution of Respondents' Opinions About Choosing RM Because Vegetables in Restaurants in Padang City in 2020**

Chose RM because of vegetables	n	%
Yes	9	22,5

No	31	77,5
<b>Amount</b>	<b>40</b>	<b>100</b>

In the table above, most of the respondents said they chose the restaurant not because of the vegetable menu, which was 77.5%

**Tabel 7. Frequency Distribution of Respondents' Opinions Do Not Choose RM Because Vegetables at a Restaurant in Padang City in 2020**

<b>Choose RM not because of vegetables</b>	<b>n</b>	<b>%</b>
Don't like vegetables	28	70
no variation	2	5
Not attractive	1	2,5
Chose RM because of Vegetables	9	22,5
<b>Amount</b>	<b>40</b>	<b>100</b>

The table above respondents said why they did not choose a restaurant because vegetables are not like vegetables, namely 28 (70%).

#### **Types of Vegetable menus that Consumers Want in Restaurants**

**Table 8. Frequency Distribution of Vegetable Types that Respondents Want in Restaurants in Padang City in 2020**

<b>What kind of vegetables do you want?</b>	<b>n</b>	<b>%</b>
Kangkung	18	45
Spinach	16	40
Sawi	3	7,5
Nangka Muda	3	7,5
<b>Amount</b>	<b>40</b>	<b>100</b>

In the table above, the types of vegetables preferred by the respondents are kale (45%), and spinach (40%).

**table 9. Frequency Distribution of Vegetable Portions Wanted by Respondents in Restaurants in Padang City in 2020**

<b>Serving vegetables at the restaurant</b>	<b>n</b>	<b>%</b>
Not enough	4	10
Enough	27	67,5
Lots	9	22,5
<b>Amount</b>	<b>40</b>	<b>100</b>

in the table above, respondents said that the expected portion of vegetables in a restaurant is sufficient (67.5%).

**Table 10. Frequency distribution of vegetable dishes desired by respondents in Restaurants in Padang City in 2020**

<b>Vegetable Cuisine at Restaurant</b>	<b>n</b>	<b>%</b>
Bening/Rebus	15	37,5
Gulai	3	7,5
Tumis	21	52,5
Lalap	1	2,5
<b>Amount</b>	<b>40</b>	<b>100</b>

In the table above, respondents expect vegetables in restaurants to be served in stir-fry 21 (52.5%), and in clear/boiled form 15 (37.5%).

## **Discussion**

From the results of the study obtained opinions from consumers, namely the type/type of vegetables served did not vary (60%), the vegetable dishes served in restaurants did not like (52.5), the portion of vegetables was less (50%), and the vegetables served were not available. specific (77.5%).

Consumers' opinions about vegetables in Padang City restaurants have not met consumer desires, many restaurants serve vegetables as a complement to the main menu, namely side dishes and even restaurants generally only provide one of the vegetables such as cucumber. young jackfruit cabbage, and cassava leaves so that many consumers do not like the vegetables served because it is not the desire and habit of eating vegetables from consumers. The portion of vegetables served according to consumers' opinions is still lacking, this is not what consumers like from the vegetable menu that is served but a lot because the restaurant

does not serve vegetables. Most of the consumers said that there were no specific vegetables because the restaurant only served simple vegetables. Consumers actually expect there are specific vegetables in the restaurant.

Most of the consumers choose the restaurant not because of the vegetable menu (77.5%) and most of the consumers do not choose the vegetable menu in the restaurant because of the reason they don't like vegetables (70%)

In general, the Indonesian population consumes less food, including vegetables, than the recommended amount. Ideally, the recommended per capita daily consumption of vegetables and fruits is 120 kcal according to the 2000 kcal diet reference and 132 kcal for the 2200 kcal diet. In fact, in 2015 and 2017 the consumption of vegetables for the Indonesian population as a whole was only around 65% and 79% of the recommendation, respectively (according to the 2000 kcal diet pattern) and 59% and 72% (according to the 2200 kcal diet pattern, although in 2017 there was an increase

The situation in the field shows that vegetable consumption behavior in the community is not based on an understanding of the importance of vegetable consumption to meet nutritional needs to support a healthy life, but is influenced by various other factors, namely economic, social, and cultural. These factors either directly or indirectly affect people's knowledge, which does not always support the implementation of a balanced nutritional diet in the community.

From the results of the study, it was found that the desired types of vegetables were kale and spinach (45%). The desired portion of vegetables is a sufficient portion (67.5%). The vegetable menu that consumers want is cooked by sautéing (52.5%) and boiled/clear (37.5%)..

Most consumers want the vegetables in the restaurant to be green and the servings are always varied. Spinach and kale are desirable types of greens. If the vegetables are served according to the consumer's wishes, they can be given in sufficient portions. The portion that is said to be lacking does not mean that the vegetables given are few but the reason is that the vegetables given are not liked and there are no vegetables. Sauteed and boiled are vegetables that consumers want, many at home eat vegetables in curry such as jackfruit and cucumber.

## **CONCLUSIONS AND SUGGESTIONS**

Most of the restaurant consumers in the city of Padang stated that the types of vegetables/types of vegetable dishes were less varied, more than half stated that they did not like the vegetables served and the vegetable portions were small. Consumers expect the types

of vegetables to be served in the form of green vegetables such as kale and spinach with stir-fried/clear types of dishes and larger portions.

It is necessary to disseminate information to restaurant owners and increase the knowledge of restaurant owners in Padang City about the importance of vegetables for the community. This research can be continued with the empowerment of food house owners in making models of vegetable dishes to serve.

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