

CHAPTER I

INTRODUCTION

1.1. Background

Have you ever wonder when you are living as a student, you consider for the most important thing in a live, a food? As a student, you might be thinking about which is better and faster way to get a food during your student time, most of student will choose to eating outside when you are not indigenously living in other region which is far away from home or even if you are origin from the same city with your campus or university, you might be thinking of eating outside rather than bring your lunch from home. In the end, we are not confused to choosing what is better as long we can make our time to become more flexible and efficient.

The main question now is when people asking you about what kind of food provider or restaurant you might choose between your lunch time, what is your preferences, right? Most of student will just bring an answer that they will prefer to select the closest restaurant around their campus area or even just at the canteen.

In this study, we will try to learn about the preferences of student in choosing restaurant in the campus area, there are many student everyday eating outside because majority of them are living in the boarding house and only few of them are indigenously live in

Yogyakarta and living near their campus. Student are likely eating outside because it is more simple and time efficient rather than cook it by themselves in boarding house or bring food from home.

Thus, the important thing is that we need to find out what kind of eating place or restaurant and their preferences about what will be most likely visited by the student around their campus area.

1.2. Problem Identification

Based on the description that has been discuss in the background, then the formulation of the problem that had been developed in this study are:

1. What is student preferences in choosing restaurant around campus area?
2. What factor determine student alternatives in choosing restaurant around campus area?

1.3. Research Objectives

Based on problem identification mentioned above, the research objectives are:

1. To find out what is student preferences in choosing restaurant around campus area.
2. To investigate what factor determine student alternatives in choosing restaurant around campus area?

1.4. Research Purposes

The expected purpose of this research is to give benefit information for:

1. Have a knowledge about student preferences and alternatives of restaurant around campus area in Yogyakarta city.
2. Result can be useful for society of Yogyakarta as consideration if they are planning to startup a restaurant around campus area.

1.5. Previous Study

The analysis of student preferences in choosing restaurant around campus area in this study will using the previous study of “Choosing Restaurant for Lunch in Campus Area by the Compromise Decision via AHP” by Ceyhun C.K, Mustafa Semiz, Elif Katircioglu and Cagatay Unusan from “International Journal of Economic Perspectives, 2013, Volume 7, Issue 2, 5-10.” with modification of study in determining the student preferences in choosing restaurant around campus area and not in the campus or canteen.

1.6. Research Methodology

The research methodology uses in this study is following the AHP method identically with the journal of “Choosing Restaurant for Lunch in Campus Area by the Compromise Decision via AHP” by Ceyhun C.K, Mustafa Semiz, Elif Katircioglu and Cagatay Unusan.

AHP or Analytic Hierarchy Process is a structured technique for organizing and analyzing complex decisions, based on mathematics and psychology. It was developed by Thomas L. Saaty in the 1970s and has been extensively studied and refined since then.

1.7. Writing Structure

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