

THE DESCRIPTIVE STUDY OF CONSUMER NIGHT CULINARY BEHAVIOR IN SURABAYA

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***Abstract**—The aim of this research is to describe the consumer night culinary behavior in Surabaya. This descriptive research is using quantitative method by providing questionnaires and collecting the data. The sample consisted of 200 respondents whose age is 18 years old above and enjoy night culinary at least 4x a week in Surabaya. The result was analysed through descriptive statistics using SPSS 23.0. In the end, this research is providing a clear description about the consumer night culinary behavior in Surabaya, which give a positive impact for the night culinary providers. By understanding what consumer behavior is, they will have a broader view about new opportunities that arise from the changing of consumer behavior time by time.*

***Keywords:** Consumer Behavior, Night Culinary, Descriptive research*

INTRODUCTION

Indonesia is a country with a tropical climate that has many opportunities for the tourism sector as one of the main factors that can improve the economy of the country. By having a tropical climate, Indonesia become as one of the country that have different types of beautiful diversities, such as its nature, ethnic and cultural, arts, and of course its unique culinary diversity of each region in Indonesia.

One of the region that plays an important role in promoting the economy of Indonesia is the city of Surabaya. In Indonesia, Surabaya is the second largest city after Jakarta, where Jakarta is the capital of the country. Surabaya itself is the capital of East Java Province and a densely populated city which has a population of about 3 million people. Historically, as one of the city that has an important role in gaining the independence of Indonesia, Surabaya also well-known as “The City of Heroes”.

Nowadays, Surabaya is the centre of business, industry, and education in East Java, so it is not surprising that Surabaya calls itself as the City of Industry. Trade

is the main activity that takes place in Surabaya (source: <http://www.iesingapore.gov.sg>). Thus, in the last few years, Surabaya rated as the city that developed into an international trade city. As a city of trade, many foreigners come to visit Surabaya, whether for business or just for sightseeing. So, to support those two economic's sectors, the government of Surabaya supports the property's entrepreneurs to establish hotels, which consists of various classes, ranging from five star hotels to hotels that have affordable and economical rates.

Besides hotels, shopping centre is also important to be noticed by the government of Surabaya. By the continuous development of the country's economy, many shopping centres established in every corner of the city. On the other hand, this does not make the city government ignores the existence of traditional markets, which are very important for the people with middle-low economic level. Because, the basic factors of traditional markets, like cheap price, propinquity atmosphere, and the art of bargaining will always be the special allure for the market participants.

Moreover, if talking about visiting a place, then taste the typical cuisine of that area become as the things that should not be forgotten. Thus, Surabaya also has various types of unique culinary that must be tried, such as Semanggi Surabaya, Lontong Balap, Tahu Campur, Longtong Kupang, Rujak Cingur, Rawon, and so on. But, over time, many immigrants from different regions sets up culinary business from their respective regions. This makes Surabaya become as the city that has various types of cuisine from every region, such as Ujung Pandang Cuisine, Gudeg Jogja, Chinese Foods, Western Foods, Pecel Madiun, Pecel Blitar, Middle-East Cuisine, and many more.

The choice of the type of food sold in the city of Surabaya is becoming increasingly diverse. The culinary providers see great culinary business opportunities by utilizing the traditional food of origin of the migrants. Today, culinary become as one of the most preferred lifestyle of our community. Many restaurants offer more value added within restaurants to attract the guests to come to their restaurants. So, with hope, these restaurants will be the option preferred by

the customer. Because, nowadays, customers not only go to a restaurant for a meal, but also enjoy the atmosphere of the restaurant with colleagues. Thus, not only the taste of the food is an important factor, but also the comfort and beauty of the restaurant.

Nowadays, almost all generations, especially the young generation is considered as the high potential market segment in the food industry. It is influenced by the lifestyles of this generation that are flexible and easy to adapt to something new. This young generation is more likely to try new types of food that are offered by the players in the food industry (source: <http://www.millennialmarketing.com>). This young generation, has a very important role as the major players who enjoy a variety of culinary that offered by the culinary providers. Because the young generation are very familiar with go eat outside, not only because of practical reason, but also cheap price factor, tasty factor, and other factors which make a major contribution for young generation to go eat outside.

Today, more individuals prefer to eat out (Arora, Chawla and Bansal, 2014). Several factors like living away from home, having a lot of works and tasks, do not have a skill to cook, tired, and so on, usually become as the frequent reason behind the rise of eating out behavior.

Moreover, in line with the demands of time, the people activities are no longer limited by time. Many people, especially those who are employees and students, are required to complete their work until late at night. This phenomenon is seen as a new opportunity by the food industry to establish a restaurant that is open for 24 hours, especially in the big city like Surabaya.

This phenomenon not only influenced by the notion that “eating can relieve stress and eliminate boredom that arise in the workplace” (Arora, Chawla and Bansal, 2014), but also it has a concept which integrates the art of culinary with the creativity to serve the food and the good atmosphere of the place. Night culinary seemed to be a new recreational facility for the people of Surabaya.

As one of the biggest city in Indonesia, Surabaya provides the big opportunities for the culinary business sector. In order to fulfill the high demand of the consumer, which is having meal until late night, there are so many night culinary providers start to sell their foods even until 24 hours or just until midnight. Thus, there are so many night culinary providers in Surabaya, who sells so many kinds of foods, whether traditional style or fusion style with different range of price.

Based on the explanation, not only adults likes to have night eating out behavior, but also the young people like it. The young generation plays an important role in representing the night eating out behavior, because this generation is more enthusiastic to try the new types of food that launched by the food providers. Moreover, today the consumer try to find freedom when having dinner outside, either with their family or colleagues, after getting trapped in their daily activities. So many people enjoyed their dinner late at night, even sometimes in the early morning. Then, this phenomenon seen as a good opportunity by some people, who becoming as the night culinary providers. Thus, it is not surprising that there are so many diner arise and becoming popular among Surabaya residents. Therefore, this phenomenon becoming as the reason why the research about consumer behaviour in having night culinary in Surabaya is necessary to do.

This research aims to describe the consumer behaviour of night culinary in Surabaya. The benefits of this research is to provide information about consumer behaviour in visiting and enjoying the night culinary in Surabaya to the night culinary providers in Surabaya. In the future, it is hoped that this information can be used as the guide for the night culinary providers to understand more about the consumer behaviour of night culinary and be able to implemented the right marketing strategy in order to survive in the highly competitive culinary rivalry.

LITERATURE REVIEW

Consumer Behavior

The meaning of consumer behavior according to Schiffman and Kanuk (2007) is “Consumer behavior can be defined as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of a product, service, and ideas they expect will satisfy their needs”. In addition, according to Solomon (2007) “Consumer behavior is the study of the process involved when individuals or groups select, purchase, use, or dispose of product, service, ideas, or experiences to satisfy needs and desires”. Consumer is one of the most important elements in the consumer behavior studies. Thus, in terms of offering a product, the marketing manager must be able to understand the consumer behavior of the targeted segment. Furthermore, the marketing manager should be able to analyse this behaviour in order to find the most suitable marketing strategy to fulfill the needs of the consumers. Therefore, the consumers’ needs is the basic factor that has to be understood by the entrepreneurs.

Consumer Behavior Studies

The consumer behavior studies according to Schiffman and Kanuk (2007) is “The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes who is the buyer, what they buy, where they buy, why they buy it, when they buy it, from who they know about the product, who influences in their buying, how often they buy it, and how they evaluate it after the purchase”. Consumer Behavior perceived as the behavior which displayed by consumer in their act of searching, purchasing, using, evaluating, and disposing goods and/or services which is expected to fulfil the needs which was started by Schiffman & Kanuk (2007, p.3). The study of the Consumer Behavior takes focus on the time, money and effort which are spent by consumers upon purchasing consumption-related goods or services (Schiffman et.al. 2010, p.4)

The consumer decisions can be analysed using the nine elements of the measurement concept:

1. Who is the buyer

The consumers' market consists of all individuals and households who buy goods or service to fulfill their needs. The consumer behavior will be changed in line with the changing of time. Therefore, the business people must understand the needs of consumers, which are increasingly diverse over time. Thus, the market segmentation is needed to realize this goal.

2. What they buy

In this element, we can analyse what product that will be consumed by the consumer. The consumer defines which product or service that meets with their needs. If the consumer already knows what product or service that they want to buy, then, the consumer will be easier to decide which product or service they will purchase. According to Kotler and Keller (2009) "Product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas".

3. Where they buy

In this stage, the consumer decides where is the most suitable place for them to buy good or service that can fulfill their expectations. The customer satisfaction is very influenced by the selection of the right place. Mostly, the customers determine what place that they want to visit based on the service that they already received previously. Thus, if the expectation of the customers already fulfilled on the previous visit, then, the probability of the customers to make purchases again will be bigger. But, on the other hand, if the customers did not meet with their expectations, then, the consumers will not go back again to that place. According to Day (1977) "Perceived product performance is considered as an important construct due to its ability to allow making comparisons with the expectations".

4. Who influence their buying

This stage will explain about which parties that can influence the consumer to making a purchase. According to Suharsono and Sutarso (2010), there are four

characteristics that influence the consumer behavior, which are *Cultural Factor*, *Social Factor*, *Personal Factor*, and *Psychological Factor*.

5. Why they buy

This stage aims to elaborate the reasons that influence consumer in making a purchase of a certain product or service. If consumer realized that they need something to buy, it will motivate them to make a purchase in order to fulfill their needs.

6. When they buy

The environmental factor tends to change quickly, especially the economic factor. Thus, the timing of the purchase is the important factor that should be considered in order to understanding the consumer behavior. According to Schiffman and Kanuk (2007) "Time is the backbone of diffusion process", which is the consumer has their own consideration and analysis before deciding to buy a product or service. For example, the usage frequency of the product used. The more often that product is used, then it will be more often for the consumers to buy that product. Contrarily, the more rarely that product is used, then it will be more infrequent for the consumer buys the product.

7. How they know about the product

The most important tools that widely used by the marketers to introduce their product to the customers is promotion. According to William J. Stanton (Trehan, 2011), "Sales promotion includes all those activities other than advertising, personal selling, public relations, publicity that are intended to stimulate customer demand and improve the marketing performance of sellers". In addition, Philip Kotler (Kotler et al., 2013) "Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade".

8. How often they buy

The usage frequency of the product used become as the main factor of how often the consumer will buy a product. According to Schiffman and Kanuk (2007), there are three types of buying: (1) Trial purchase, (2) Repeat Purchase, (3) Long-Term Commitment purchase.

9. How they evaluate after the purchase

The consumer evaluation about the product will influence the consumer behavior in the future. Especially in terms of whether the buyer will come back again to buy the product or not. According to Kotler and Keller (2009) “There are three types of consumer behavior after the consumer make a purchase, which are, the customer satisfaction after making a purchase, the customer's attitude after the purchase, and the customer assessment after using the product.”

METHODOLOGY

The type of the research used is descriptive research. The purpose of this research is to describe the consumer behavior for having night culinary in Surabaya, not to accept or reject the hypothesis of the study.

The variables used in consumer behavior studies are the behaviour of consumers in search, buy, who affect, why, when, how to know, how often, and how to evaluate the night culinary in Surabaya. The data that obtained in this study are the primary data from the results of questionnaires to respondents who were residents in Surabaya. The aims of spreading out these questionnaires is to obtain data about the consumer behaviour of night culinary in Surabaya.

The targeted population is those who are residents in Surabaya and having night culinary behavior. While the characteristics of the targeted population of this research were the respondents with at least a high school education, lived in Surabaya, and ever visit and enjoy the night culinary above 8PM in Surabaya in the last three months.

The sampling technique used is non-probability sampling, because the opportunities of members of the population to be selected into the sample based on the decision of the researcher and the studied population was not identified. The type of non-probability sampling that used is purposive sampling, which is in this sampling technique, the sample obtained by prioritizing the elements of the ease of obtaining the sample, without reducing the characteristic quality of the sample.

This study will use SPSS 23 for Windows in order to analyze the gathered data. The data obtained from the results of questionnaires processed in the

frequency table, where this table will show the highest to the lowest percentage of respondents' answers to each question. After that, the data will be analysed descriptively based on the highest value to lowest value. The bar chart used to describe the highest possible answers to each question in the questionnaire. The chart will show clearly which answer is most preferred by the respondents. Cross tabulation is one form of distribution frequency that is used for two or more variables. This method is mostly used to present data in tabular form, which is usually included the elements of rows and columns. This method gives a more specific description about consumer behavior, which based on the consumers' demographic characteristics.

RESEARCH RESULT

Who is the buyer

The respondent characteristics used in this study were gender which is consists of 109 male respondents and 91 female respondents. These respondents differentiated based on age which is consists of four different groups, 18-25 years old group, 26-35 years old group, 36-45 years old group, 46-55 years old group, and >55 years old group. The highest night culinary enthusiasts is from 26-35 years old group as many as 76 respondents, or 38% of all respondents. Next, based on the marital status, there are 89 married respondents and 111 unmarried respondents, which is the unmarried respondents play as the major night culinary enthusiast with 55.5% of all respondents.

Based on the night culinary enthusiast's profession, which are student, employee, entrepreneur, civil servant, and others profession, the highest night culinary enthusiast is coming from those who has profession as an employee with 90 respondents, or 45% of all respondents. Based on the education, the respondents coming from senior high school, diploma, and undergraduate degree, which is those who has an undergraduate degree play a major role as the night culinary enthusiasts with 103 respondents, or 51.5% of all respondents. Moreover, based on the monthly income, the respondents who has the monthly income from Rp. 5.000.000,- to Rp. 10.000.000,- play as the major role as the night culinary

enthusiast with 91 respondents, or 45.5% of all respondents. Lastly, based on the monthly expenses, the night culinary enthusiast who has the monthly expenses from Rp. 2.500.000,- to Rp. 5.000.000,- play as the major role as the night culinary enthusiast with 109 respondents, or 54.5% of all respondents. The result showed that according to gender, male respondents were more prone to enjoy night culinary in Surabaya. In addition, the group of respondents which more enjoyed night culinary is respondents aged 26-35 years old. This study revealed that respondents who were married, and worked as employee, and have undergraduate degree had larger interest in enjoying the night culinary which is provide in Surabaya city. Whereas, if the researcher take a look at the financial aspect, most of the monthly expenses of the respondents were around Rp 2.500.000 to Rp5.000.000 and the monthly income were around Rp 5.000.000 to Rp 10.000.000.

What they buy

The crosstabs result elaborated that the male respondents mostly enjoyed nasi pecel, while female respondents mostly enjoyed chinese food. This result showed that there is a difference between male and female food choices. The following crosstab result showed that night culinary sold in Surabaya that was mainly bought by the group aged 18-25 years old was nasi pecel, chinese food was mainly bought by the 25-35 years old age group, and those aged 36 – 45 years old, 46-55 years old and >55 years old also more enjoy nasi pecel as dinner. It can be concluded that the majority of night culinary enthusiast are more likely to buy nasi pecel, except those who are in the group of 18-25 years old which is prefer to enjoy chinese food.

Where they buy

Result of the crosstabs showed that male respondents who enjoyed night culinary in Surabaya were mostly choosing Pecel Ambulance, while female respondents were more prone to choose Yungho. This revealed a difference of night culinary location that chosen by the groups which classified based on gender.

			How Often They Buy		Σ
			4 times a week	>4 times a week	
What They Buy	Masakan China	n	12	23	35
		%	6.0%	11.5%	17.5%
	Nasi Gudeg	n	12	16	28
		%	6.0%	8.0%	14.0%
	Nasi Pecel	n	23	23	46
		%	11.5%	11.5%	23.0%
	Nasi Gudeg Pecel	n	10	10	20
		%	5.0%	5.0%	10.0%
	Soto Ayam	n	8	6	14
		%	4.0%	3.0%	7.0%
	Nasi Babat	n	4	5	9
		%	2.0%	2.5%	4.5%
	Nasi Cumi Hitam	n	9	4	13
		%	4.5%	2.0%	6.5%
	Bubur Ayam	n	7	8	15
		%	3.5%	4.0%	7.5%
	Bakmie	n	5	5	10
		%	2.5%	2.5%	5.0%
Others	n	2	8	10	
	%	1.0%	4.0%	5.0%	
Total		n	92	108	200
		%	46.0%	54.0%	100.0%

Who influence their buying

The result of the crosstabs analysis showed that male respondents who are likely to enjoy night culinary were mostly influenced by friends and media. On the other hand, according to the data obtained, the female respondents were mostly influenced by family members. This showed a difference of influencing factors in both gender.

Why they buy

The crosstabs showed that male enthusiast who enjoyed the night culinary in Surabaya were mostly choosing places which is has a close distance, and the same result also appeared in the result of the female night culinary enthusiast. This showed that there is a same reason between male enthusiast and female enthusiast in terms of buying the night culinary.

When they buy

The crosstabs results also showed that the night culinary enthusiast in Surabaya who already married were more prone to go out to buy night culinary around 8pm to 10pm, so did the night culinary enthusiast who are not yet married. This crosstabs result revealed that there is a similarity way of thinking between both groups.

How they know

The crosstabs result show that male enthusiast were mostly getting information of night culinary in Surabaya from friends, female enthusiast were mostly getting the information from friends. This result elaborated a similarity between both male and female enthusiast. Also it was seen that the crosstabs results of the group with monthly income of less than Rp5.000.000 were mostly getting information from friends to buy the night culinary, enthusiast with monthly income of Rp5.000.000 to Rp10.000.000 were mostly informed by friends, and so were subjects who gained income more than Rp10.000.000 monthly. There was a similarity observed between the groups on the source of information to buy night culinary. According to the monthly expenses, it could be observed that the crosstabs of people who spent less than Rp2.500.000 per month were mostly informed by friends, so were the subjects with an expenses of Rp2.500.000 to Rp5.000.000 per month, and those with an expenses of Rp5.000.000 per month. This revealed the same main source of information between different monthly expenses groups.

How often they buy

The crosstabs result showed that male enthusiast were enjoying night culinary 4 times a week, while female subjects were enjoying night culinary for more than 4 times a week. This resulted in a difference frequency to enjoying night culinary between male and female enthusiast. The crosstabs result also shows that enthusiast who enjoyed night culinary aged 18-25 years old were going out to buy night culinary for more than 4 times a week, so did those aged 26-35 years old.

However, the enthusiast aged 36-45years old did go out to buy night culinary for 4 times in a week, those aged 46-55years did mostly go out to buy night culinary for more than 4 times a week and those aged above 55years were equally distributed between 4 times in a week and more than 4 times a week. This crosstabs resulted in a difference frequency to enjoying night culinary between those groups of age.

How they evaluate

The crosstabs results showed that male night culinary enthusiast were mostly looking for a good taste night culinary and female night culinary enthusiast also looked for good taste in order to buy the night culinary. This result showed same results between both groups.

The result of the crosstabs also showed that night culinary was mostly evaluated by the pricing in the age group of 18-25 years old, the same phenomenon also occurred in the age group of 26-35 years old which is evaluate the night culinary based on the price of the food. Furthermore, the night culinary enthusiast of the age group 36-45 years old were more prone to evaluate the night culinary by the taste, and the same phenomenon occurred in the age group of 46-55 years old which is evaluate the night culinary based on the taste of the night culinary food, and those who were aged over 55 years also evaluate the night culinary based on the taste of the food. This result showed that the evaluation of a night culinary is different if comparing to each group of age. The crosstabs result according to the marital status, the married night culinary enthusiast evaluate the night culinary by the taste of the food, while the not yet married night culinary enthusiast also evaluate the night culinary by the taste of the food. This crosstabs result shows the same phenomenon between married and unmarried enthusiast.

The crosstabs results if compared between different profession status, the night culinary enthusiast who is still under the student status were mostly evaluating the food by the taste, those who were worked as employee were mostly evaluating the food by taste, those who worked as entrepreneur more prefer to evaluate the night culinary based on the affordability of the food, and the night

culinary enthusiast who worked as civil servant were mostly evaluating the night culinary by the taste of the food, and enthusiast with others professions were mostly evaluating the night culinary by the taste of the food. This result revealed a different point of evaluation between different groups of profession.

Furthermore, the crosstabs result shows that based on the monthly income, the night culinary enthusiast who has monthly income less than Rp5.000.000 were mostly satisfied with the taste of the night culinary in Surabaya, and those night culinary enthusiast with monthly income of Rp5.000.000 to Rp10.000.000 were also satisfied by the taste of the night culinary, while those night culinary enthusiast who achieved monthly income more than Rp10.000.000 were mostly evaluate the night culinary based on the price of the night culinary. The result gained was showing a difference of satisfaction factor in different monthly income groups.

Moreover, the crosstabs results shows that those night culinary enthusiast with monthly expenses less than Rp2.500.000 were satisfied if the taste of the night culinary was also has an affordable price, while those night culinary enthusiast with monthly expenses of Rp2.500.000 to Rp5.000.000 were mostly evaluate the night culinary based on the taste of the food. The same phenomenon occurred in the group with an expenditure of more than Rp5.000.000, which prefer to evaluate the night culinary based on the taste of the night culinary. This result showed that the evaluation of a night culinary is different if comparing to the each group of monthly expenses.

CONCLUSION AND RECOMMENDATION

According to the result of this study, it can be concluded that :

1. Most of the night culinary enthusiast is male which is 54.5% of all the respondents, aged 26-35 years old, married, worked as employee, and have undergraduate degree, who has monthly income of Rp 5.000.000 to Rp 10.000.000 and has monthly expenses of Rp 2.500.000 to Rp5.000.000.

2. The type of night culinary that often purchased by the respondents is Nasi Pecel and when viewed based on gender and age, the respondents has a different choice of food.
3. The preferred location of buying night culinary has different result when viewed based on gender, monthly income, monthly expenses, reason's to buy, and evaluation after purchased.
4. The influencer, who influence the respondents to buy the night culinary is different when viewed based on the gender, age, marital status, profession, education level, monthly income, and monthly expenses.
5. The reasons to buy the night culinary is different when viewed based on age, marital status, and profession. But it has similarities of choice when viewed based on gender, monthly income, and monthly expenses.
6. The time to buy the night culinary has similar result when viewed based on marital status.
7. The information of the night culinary was gained differently when viewed based on the professions and educational background. But, it has similar choice when viewed based on gender, age, marital status, monthly income and monthly expenses.
8. The frequency of buying night culinary has different choice when viewed based on gender, age, profession, educational background, monthly income, monthly expenses, where they buy, what they buy, and female night culinary enthusiast's choices for the type of night culinary. However, it has similar result when viewed based on marital status, male night culinary enthusiast's choices of night culinary place, female night culinary enthusiast's choices of night culinary place, and male night culinary enthusiast's choices for the type of night culinary.
9. The evaluation of the night culinary is different when viewed based on age, marital status, profession, monthly income, and monthly expenses. But, it has similarities when it viewed based on gender.

Based on the results of this research, there are several recommendations for the night culinary providers which is expected to help in the future.

1. Based on the results of this research, it shows that the night culinary enthusiast mostly is youngsters, and most of them is male. By having such of consumer type, the night culinary providers should preferably pay attention to the aspect of affordable price, strategic location, and follow up the trends that are booming in youngsters lifestyle.
2. Based on the research, it shows that the night culinary enthusiast is mostly influenced by friends in terms of knowing and buying the night culinary. Thus, the night culinary providers should strive to create a diverse, interesting, and unique menu variations. So, it can bring the fascination of the food to the night culinary enthusiast to purchase and impress them to tells others about the food.
3. The night culinary providers should maintain the taste quality standard of the food. Thus, night culinary providers always can serve the same food taste to the customer.
4. When viewed during the visit of the consumers, it can be known that the time used by night culinary enthusiast is in the leisure time. Thus, the night culinary providers should make the atmosphere of the place is more relax and perfect for hanging out.
5. Based on the results of the research, the media have a high contribution in terms of giving the information to the night culinary enthusiast in having night culinary. Thus, the night culinary providers are expected to use media as the most preferable tools to promotes their place.
6. Based on the results of data analysis, it can be seen that the night culinary enthusiast is highly consider the distance and the price of the night culinary as the main consideration in deciding the night culinary. Therefore, the night culinary providers are expected to open their night culinary business in strategic area and provides an affordable price.

Recommendation for the future research

This study still has some limitations that can be corrected in the further researches. The disadvantages faced were:

1. The result of data analysis only based on descriptive analysis, without encountering the relation of causal variables. Thus, there was a difficulty in concluding the research empirically.
2. The sampling process was done longitudinal.
3. The duration of research was limited.
4. The researcher cannot examine whether the respondents pay the food by themselves or not.

Based on the disadvantages faced, the researchers formulated these following recommendations:

1. Future studies are hoped to increase the number of the respondents, so that developed research models might give more accurate results. Moreover, it is also hoped that with increasing the number of the respondents, the results of the research study may be more suitable and may show intervariable relations.
2. It is recommended to apply a longer research duration or a longitudinal design, to evaluate the customers characteristics deeper, respecting to the increasing or decreasing of night culinary behavior in the future.
3. The future research studies are free to use the research model that used in this study, but are advised to broaden the spectrum of food stalls which can be evaluated in future researches.
4. The future research can find, obtain, and provide more information about how the night culinary enthusiasts pay for their food. The respondents should be the one who eat and pay the food by themselves.

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