Abstract

Objectives- This research seeks to accomplish three objectives: To assess the perception of Pizza Marzano in the eyes of Indonesian customer in order to set a new concept for Pizza Marzano; to determine customer profiling in market positioning for Pizza Marzano and to compare between the importance of consumer perception towards concept of general restaurant and the performance of Pizza Marzano.

Method- The questionnaires were distributed through personal approaches convenience sampling. Focus Group Discussion also conducted in this research. This applied research is using combination of quantitative and qualitative method without hypothesis testing.

Results- Casual dining is a new suitable concept. While, customer profile of Pizza Marzano are mostly single female between 18-33 years old who work in a private sector with dine in frequency at Italian restaurant 1-2 times per month and would like to hangout with family during weekend. Pizza Marzano has done a good performance in term of its food quality, price, location and promotion. Pizza Marzano needs an improvement due to its ambiance and personnel.

Conclusion- Referring to their mission which is, “a place where people can share a good conversation over delicious food”, Pizza Marzano had achieve or proven their mission regarding to their food quality (delicious food). While, Pizza Marzano needs some improvements for their ambiance (a place where people can share a good conversation) and personnel as well.

Keyword- Consumer Perceptions, Italian Restaurant, Pizza Marzano Indonesia, Customer Profile and Importance-Performance Analysis.