



Analysis of the influence of branding on consumer perceptions of culinary products at “La Bugis” restaurant in Sidenreng Rappang Regency

Husnayani, Muhammad Rusdi, Yayuk Astuti, Hartati

¹²³⁴ Universitas Muhammadiyah Sidenreng Rappang

Email: aiman.alfaruq19@gmail.com

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Abstrak

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan industri kuliner yang menuntut pelaku usaha untuk membangun branding yang kuat demi menciptakan persepsi positif di mata konsumen. Tujuan penelitian ini adalah untuk menganalisis pengaruh branding terhadap persepsi konsumen pada produk kuliner Rumah Makan La Bugis di Kabupaten Sidenreng Rappang serta mengidentifikasi elemen branding yang berperan dalam membentuk loyalitas pelanggan. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam dengan pemilik, karyawan, pelanggan, dan masyarakat sekitar, serta observasi dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, penarikan kesimpulan, serta dibantu dengan perangkat lunak NVivo 12 untuk proses coding dan visualisasi temuan. Hasil penelitian menunjukkan bahwa identitas merek, kualitas rasa makanan khas, pelayanan yang ramah, kenyamanan tempat, serta diferensiasi melalui budaya lokal menjadi faktor utama dalam membangun persepsi positif konsumen. Selain itu, promosi dari mulut ke mulut dan media sosial turut memperkuat citra merek dan loyalitas pelanggan. Dengan demikian, branding yang konsisten dan berbasis pada pengalaman konsumen terbukti mampu meningkatkan daya tarik serta daya saing Rumah Makan La Bugis.

Kata kunci: Branding, Persepsi Konsumen, Produk Kuliner, Loyalitas, Rumah Makan La Bugis

Abstract

This study is motivated by the increasing competition in the culinary industry, which requires business actors to build strong branding in order to create positive consumer perceptions. The purpose of this research is to analyze the influence of branding on consumer perceptions of culinary products at La Bugis Restaurant in Sidenreng Rappang Regency and to identify the branding elements that contribute to customer loyalty. This research employed a qualitative approach with a case study method. Data were collected through in-depth interviews with the owner, employees, customers, and the surrounding community, as well as through observation and documentation. Data analysis was carried out using data reduction, data display, conclusion drawing, and supported by NVivo 12 software for coding and visualization. The findings reveal that brand identity, the quality of traditional flavors, friendly service, comfortable atmosphere, and differentiation through local culture are the main factors in building positive consumer perceptions. In addition, word-of-mouth promotion and social media play an important role in strengthening brand image and customer loyalty. Thus, consistent branding based on customer experience has been proven to enhance the attractiveness and competitiveness of La Bugis Restaurant.

Keywords: Branding, Consumer Perception, Culinary Products, Loyalty, La Bugis Restaurant

Introduction

The culinary industry in Indonesia has experienced rapid growth over the last few decades, creating intense competition among businesses. This competition requires entrepreneurs to continuously innovate in order to attract and retain customers. One of the most crucial strategies in maintaining competitiveness is branding. Branding not only introduces the name and logo of a culinary product but also establishes a strong identity and image in the minds of consumers. Restaurants with effective branding are more likely to create positive perceptions, which ultimately contribute to customer loyalty.

La Bugis Restaurant, located in Sidenreng Rappang Regency, is one of the most well-known culinary destinations that strives to maintain and expand its market share. As a restaurant that specializes in Bugis traditional cuisine, La Bugis faces competition not only from similar restaurants but also from a wide range of eateries offering various culinary products. Therefore, it is essential for La Bugis Restaurant to adopt appropriate branding strategies to create positive consumer perceptions and strengthen its position in the local culinary market.

A brand is commonly defined as a name, term, symbol, design, or a combination of these elements that distinguishes a seller's goods or services from those of competitors. Strong branding plays an important role in fostering customer loyalty and building a lasting image in consumers' minds. Businesses must therefore develop consistent branding across all marketing channels to ensure that they are positively perceived by their target audience. In the culinary sector, effective branding enables consumers to associate products with quality, authenticity, and memorable dining experiences.

Consumer perceptions are shaped by various factors, including food quality, service, price, and the overall dining experience. For La Bugis Restaurant, successful branding can

enhance its reputation by highlighting the authenticity of Bugis cuisine, unique flavors, and a pleasant dining atmosphere. Consumers who are satisfied with these elements are more likely to revisit the restaurant and recommend it to others, thereby boosting sales and customer loyalty. Word-of-mouth recommendations and endorsements from food bloggers or influencers further reinforce consumer trust and brand value.

The legal aspect of branding also plays a role in shaping consumer perceptions. According to Law No. 8 of 1999 concerning Consumer Protection, businesses are required to provide truthful, clear, and accurate information regarding their products and services. Inaccurate or misleading branding practices may violate these provisions and negatively affect consumer trust. For culinary businesses, branding must therefore not only reflect creativity but also adhere to ethical and legal standards to protect consumer rights and build credibility in the marketplace.

However, the influence of branding on consumer perceptions is not always straightforward. Elements such as logo design, slogans, interior aesthetics, product quality, and promotional strategies all interact to shape consumer interest and attitudes. Perceptions also vary depending on individual experiences, expectations, and cultural contexts. In Sidenreng Rappang, where La Bugis operates, cultural identity plays an important role in shaping consumer evaluations. Thus, analyzing the relationship between branding and consumer perceptions is essential to improving competitiveness and sustaining long-term customer engagement.

Field observations at La Bugis Restaurant reveal both strengths and challenges in its branding efforts. While customers express satisfaction with the authentic taste and quality of the food, some have criticized the restaurant's service as less friendly or the dining atmosphere as less comfortable

compared to competitors. Moreover, rival restaurants often attract consumers through more modern branding strategies, such as digital promotions, influencer marketing, and innovative interior design. These findings suggest that although La Bugis offers high-quality culinary products, its branding strategies still require optimization to build stronger consumer perceptions and loyalty.

Based on these conditions, this study seeks to analyze the influence of branding on consumer perceptions of culinary products at La Bugis Restaurant in Sidenreng Rappang Regency. The research focuses on identifying the key branding elements that shape consumer evaluations, including food quality, service, identity, and digital marketing efforts. By exploring these factors, this research aims to provide valuable insights into how branding strategies can be strengthened to enhance customer satisfaction, loyalty, and competitiveness in the increasingly dynamic culinary industry.

Method

This study employed a qualitative research approach with a case study design. A qualitative approach was chosen because it allows the researcher to gain a deeper understanding of the social phenomena being studied, particularly the influence of branding on consumer perceptions. Unlike quantitative methods that rely heavily on statistical analysis, qualitative research emphasizes meaning, interpretation, and contextual understanding. By using this approach, the researcher was able to capture the subjective experiences and perceptions of both consumers and stakeholders at La Bugis Restaurant.

The research was conducted at La Bugis Restaurant, located in Pangkajene, Sidenreng Rappang Regency, South Sulawesi. The study took place over a four-month period, from January to April 2025. This time frame was considered sufficient to collect

comprehensive data through multiple techniques, including interviews, observation, and documentation. The chosen location was strategic, as La Bugis represents one of the most well-known Bugis culinary destinations in the region, making it an appropriate site for examining branding and consumer perception.

Participants in this study included four main groups: the restaurant owner, employees, customers, and members of the surrounding community. These groups were selected purposively to represent different perspectives on the branding practices of La Bugis Restaurant. Specifically, the informants consisted of one owner, three employees, three regular customers, and two local residents. This purposive sampling ensured that the information collected would be relevant and diverse, reflecting both internal and external viewpoints regarding the restaurant's branding and consumer responses.

Data collection relied on three main techniques: in-depth interviews, documentation, and literature review. In-depth interviews were conducted using structured and semi-structured questions to ensure both consistency and flexibility in exploring participants' views. This method enabled the researcher to gather detailed information about branding strategies, consumer experiences, and perceptions of La Bugis. Documentation included collecting promotional materials, photographs of the restaurant, sales reports, and other relevant records. Meanwhile, the literature review provided a theoretical foundation by examining previous research on branding, consumer perception, and culinary business strategies.

Observation also played a significant role in this study. The researcher visited La Bugis during peak hours and weekends to observe interactions between employees and customers, service speed, the atmosphere of

the restaurant, and consumer reactions. These observations were systematically recorded in field notes, which were later compared with interview data to strengthen the validity of the findings. Through triangulation of interviews, documentation, and observation, the researcher ensured that the data collected was credible and reliable.

Data analysis followed Miles and Huberman's interactive model, which consists of three stages: data reduction, data display, and conclusion drawing. Data reduction involved selecting, focusing, and simplifying raw data to identify the most important themes. Data display was carried out through narrative descriptions, charts, and visualizations. Finally, conclusion drawing involved interpreting the data to reveal patterns and relationships between branding practices and consumer perceptions. To assist with coding and thematic analysis, NVivo 12 software was used, providing more structured data categorization and visualization.

In addition to thematic analysis, a SWOT analysis was conducted to evaluate the strengths, weaknesses, opportunities, and threats faced by La Bugis Restaurant in implementing its branding strategy. This analysis helped contextualize the findings by situating La Bugis within the broader competitive environment of the culinary industry. Strengths such as authentic Bugis cuisine and loyal customers were contrasted with weaknesses like inconsistent service quality. Opportunities in digital marketing and threats from competitors with modern branding strategies were also considered in drawing the final conclusions.

Ethical considerations were carefully maintained throughout the study. Participants were informed about the objectives of the research and their right to confidentiality. Informed consent was obtained before conducting interviews, and pseudonyms were used where necessary to protect participants' identities. The researcher also

ensured that the study adhered to academic integrity and research ethics standards set by Universitas Muhammadiyah Sidenreng Rappang. Overall, the methodological design of this study provided a comprehensive and ethically sound approach to exploring the influence of branding on consumer perceptions at La Bugis Restaurant.

Result and Discussion

The results of this study were obtained through interviews, observations, and documentation at La Bugis Restaurant in Sidenreng Rappang Regency. Data analysis revealed that branding plays a crucial role in shaping consumer perceptions, particularly in relation to food quality, service, and restaurant atmosphere. Word-of-mouth promotion and social media were also found to be significant factors in strengthening brand awareness and customer loyalty.

the restaurant's brand identity was strongly associated with Bugis cultural heritage. The name "La Bugis" itself serves as a cultural marker that attracts local consumers, especially those who value traditional cuisine. The logo and overall design also reflect Bugis culture, reinforcing the restaurant's unique positioning in the competitive culinary market. This cultural association creates a sense of authenticity and emotional attachment for customers.

product quality was consistently highlighted as a major strength of La Bugis. Customers repeatedly mentioned the distinctive taste and authenticity of the dishes, which distinguished the restaurant from competitors. Signature dishes, such as *Pallekko*, were perceived as unique and memorable, strengthening brand meaning and consumer trust. Despite some criticism of the service, food quality remained the strongest factor influencing consumer loyalty.

customer service emerged as both a strength and a weakness. While some customers described the service as fast and efficient,

others criticized it as unfriendly and lacking hospitality. This inconsistency in service delivery created mixed perceptions among consumers, indicating the need for improvement in customer relations and employee training.

the restaurant atmosphere was also identified as an important factor. Some customers appreciated the traditional setting and the comfort provided, while others felt that competitors offered more modern and attractive facilities, such as digital ordering systems or modern interior design. This suggests that while La Bugis benefits from cultural authenticity, it faces challenges in adapting to contemporary consumer expectations.

digital marketing and influencer promotion played a major role in shaping consumer perceptions. The use of Instagram, supported by local influencers, successfully attracted new customers and increased brand visibility. This finding indicates that social media is an effective branding tool for La Bugis, especially among younger consumers who rely on digital platforms for food recommendations.

comparisons with competitors revealed that La Bugis was perceived as authentic but less innovative in terms of branding strategies. Competing restaurants often leveraged modern branding techniques, including digital services and promotional campaigns, which appealed to consumers seeking a more contemporary dining experience. This competitive gap highlighted the importance of innovation in sustaining brand competitiveness.

SWOT analysis indicated that La Bugis has strong cultural identity and food quality as its main strengths, but inconsistent service and limited branding innovation as weaknesses. Opportunities exist in expanding digital marketing strategies and strengthening customer experience, while threats come

from competitors who successfully combine cultural authenticity with modern branding approaches.

the overall findings suggest that branding at La Bugis is effective in highlighting cultural authenticity and food quality but requires improvement in service delivery, atmosphere, and branding innovation. Consumer perceptions are largely positive when branding is consistent with customer experience, demonstrating that experiential branding is essential for long-term loyalty.

Table 1. Summary of Branding Elements and Consumer Perceptions at La Bugis

Branding Element		Consumer Perceptions	Impact on Loyalty
Brand (Name, Culture)	Identity Logo,	Perceived as authentic, rooted in Bugis tradition	Creates cultural attachment
		Consistently praised as unique and memorable	Strongest factor in loyalty
		Product (Taste, Authenticity)	
		Service Quality	
		Atmosphere/Facilities	
Digital Marketing & Influencers		Mixed: some efficient, others unfriendly	Weakens overall brand experience
		Traditional but less modern than competitors	Attracts culture-seekers, but limits wider appeal
Digital Marketing & Influencers		Highly effective in attracting	Expands brand visibility and

Branding Element	Consumer Perceptions	Impact on Loyalty
	younger customers	engagement
Competitive Positioning	Authentic but less innovative compared to rivals	Requires improvement to remain competitive

Discussion

The findings of this study highlight the importance of branding as a strategic tool for influencing consumer perceptions in the culinary industry. In the case of La Bugis Restaurant, branding was primarily successful in creating cultural authenticity and strong product identity. However, certain limitations in service quality and modern branding adaptation presented challenges in sustaining competitiveness.

the association of La Bugis with Bugis cultural heritage demonstrates the effectiveness of cultural branding in differentiating culinary businesses. Cultural authenticity not only strengthens consumer perceptions of product uniqueness but also creates emotional connections with customers. This is consistent with Keller's theory of brand meaning, which emphasizes the role of brand associations in shaping consumer attitudes.

the role of product quality in consumer perceptions cannot be overstated. The consistent praise for the taste and authenticity of La Bugis dishes reflects Aaker's concept of brand equity, where product performance and consumer satisfaction are crucial in maintaining brand loyalty. In this study, food quality was the strongest determinant of positive consumer perception, outweighing other branding weaknesses.

the inconsistency in service quality highlighted the importance of customer experience as part of branding. Branding is

not limited to logos and promotions; it is embedded in the entire consumer journey. The findings align with Schultz and Barnes' theory, which emphasizes the significance of consistent consumer experiences in creating lasting brand impressions.

the traditional atmosphere of La Bugis was appreciated by some consumers but criticized by others for lacking modern appeal. This reflects the tension between maintaining cultural authenticity and adapting to evolving consumer preferences. Competitors who combined cultural branding with modern facilities were perceived as more attractive by certain customer segments, indicating the need for balance between tradition and innovation.

digital marketing emerged as a crucial factor in expanding brand visibility. The success of Instagram promotions and influencer collaborations highlights the effectiveness of digital platforms in contemporary branding. This finding supports previous studies that emphasize the growing importance of online presence in shaping consumer perceptions and purchase decisions.

the SWOT analysis revealed that while La Bugis has strong internal advantages, external threats from innovative competitors remain significant. This suggests that La Bugis must leverage its strengths while addressing weaknesses, particularly in service quality and branding innovation. Strategic use of digital marketing and customer experience management could help mitigate these challenges.

the findings underscore that consumer perceptions are not static but dynamic, influenced by a combination of product quality, service, branding strategies, and cultural context. Businesses must therefore continuously evaluate and adapt their branding efforts to align with consumer expectations and market trends. For La Bugis, this means not only maintaining its

cultural identity but also innovating to remain competitive.

overall, the study confirms that consistent and experience-based branding is the key to creating positive consumer perceptions and sustaining loyalty. By addressing its weaknesses and capitalizing on digital opportunities, La Bugis can strengthen its brand positioning and maintain its role as a leading representative of Bugis culinary heritage in Sidenreng Rappang.

Conclusion

This study concludes that branding has a significant influence on consumer perceptions of culinary products at La Bugis Restaurant in Sidenreng Rappang Regency. The findings indicate that brand identity rooted in Bugis cultural heritage, authentic food quality, and effective digital marketing strategies contribute positively to consumer perceptions and loyalty. However, inconsistencies in service quality and the relatively traditional atmosphere compared to competitors were identified as weaknesses that limit the restaurant's competitiveness.

The research also reveals that consumer perceptions are shaped not only by product quality but also by the overall dining experience, including service, atmosphere, and promotional strategies. Word-of-mouth recommendations and social media engagement play important roles in reinforcing brand image. Therefore, consistent branding aligned with customer experiences is proven to be the most effective approach in building long-term consumer trust and loyalty.

In conclusion, La Bugis Restaurant should continue to highlight its cultural authenticity and unique culinary identity while improving service quality and adopting more innovative branding strategies. Strengthening digital marketing efforts and enhancing customer experience will enable La Bugis to remain

competitive in the dynamic culinary industry. These findings are expected to serve as a reference for culinary entrepreneurs in designing effective branding strategies that combine tradition, innovation, and consumer satisfaction.

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