GAP Analysis of the Street-food Consumers in Surabaya and Bangkok

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ABSTRACT: This study is to examine the gap analysis between consumers' perception (P) and expectation (E) toward the street foods in Surabaya and Bangkok cities. The convenience sampling is used to collect the data totaled as 849 respondents from both cities. The P-E Cartesius gap analysis indicates the quadrants of each questionnaire item. The Paired t-test is used to examine each city's consumers' P-E differences. The independent sample t-test examined the P-E differences towards the street foods quality among the cities. The result shows P-E gap towards street foods is higher among the consumers in Surabaya than in Bangkok. The perception towards street foods among consumers in Surabaya is different than in Bangkok, but the expectation of both consumers group is the same. It is suggested street food vendors in Surabaya to increase their product and service qualities as well as prices to meet the expectations.

KEYWORDS: Gap analysis, Perception, Expectation, Street food.

1 INTRODUCTION

Nowadays, the street foods are also becoming the commodity of culinary tourism. The ready-to-eat foods sold on the streets or traditional markets are easy to find in countries in the world and throughout the history. As tourism in Indonesia increasing, the development of street foods in Indonesia is also growing fast from the simple process-foods to the complicated ones and most of that are categorized as Halal foods. Meanwhile, Thailand, called as "The Land of Smiles", is also well known for its street food. Bangkok street food has offered a wide variety from traditional Thai food to Chinese food, Korean and Japanese Food but quite different than that in the southern part of Thailand for the flavour and halalness of the food because of the Muslim population demands in the provinces. However, the street foods is not only the terms in culinary tourism, but also common in city life, which is identical to speed, culture and social change seems to influence the demand of this kind of foods, which are cheap and easy to find 24/7 anywhere in the city.

Street food vendors need the awareness of marketing concept to enhance their product and service quality. This is a customer-centered concept, thus the tasks for the vendors is not only to find the right customers but also provide the right product and service for their customers and responsible to satisfy their customers in whole things from creating to delivering the products.

Knowing that what should be improved and what the consumers expect may be different, the vendors must have the knowledge in what areas the Indonesian and Thai street foods should be improved and what areas to maintain. The gap between consumer's expectation and perception is caused by the differences between what the consumer expects before consuming products and what the consumer received once the product is delivered [1]. From the sellers' sides, the increasing of the numbers of sellers tightens the competition, so sellers have to improve their product and service qualities as well as the product price for gaining the better competitive advantage. The low cost of food preparation may cause problems to the food quality for consumers, for example, the foods displayed on the street may be contaminated by dust or ashes from vehicles and in some cases the contaminated foods have caused gastronomy problems among tourists who are not used to consume such food [2].

The importance of street food quality in accordance to tourism attaction were discussed by some previous studies of Boonratana [3] and also Ardabili [4] about how the street food can enhance the local economy through product and service qualities as well as price. There is the need to set strategies in highlighting raw materials and dishes to complement gastronomy in heritage tourism like this [5]. The importance of street food entrepreneurs for economic performance by seeing the economic crisis as opportunity and threat from

street food vendors' generation has urged food vendors either in Surabaya and Bangkok foods to become aware of their product innovation creativity, safety, performance and packaging as well as the service quality and prices.

This study is to examine the gap analysis between consumers' perception (P) and expectation (E) toward the street foods in Surabaya and Bangkok cities, to support the vendors' decision making in which areas of their street food prices, products and services quality should be improved to meet the consumers' expectation.

2   LITERATURE REVIEW

2.1   STREET FOOD

Street food is defined as foods and beverages ready and sold in the street and other public areas [6]. The food and beverages are consumed immediately or later which further processed are not required. The consumers of the street foods are usually middle low and considered as daily cheap foods but satisfy the needs [2] because in general, street food prices are not expensive [7]. The problems related to the street foods have been found by some studies, such as: hygiene practice [8], lack of safe practices, insufficient hygiene and unclean cooking utensils and food cleanliness [7]. These problems are relevant to street foods in many countries in the world.

Basically, the characteristics of street food in Surabaya city are common throughout Indonesia and similar to other countries. The cost to run the business of street food is not too expensive and the process of food preparation is also simple. Various traditional street food types can be found in most areas in Surabaya city as well as other cities with similar products [9]. The street foods in Surabaya are available from morning to night, so the consumers can get all products they need anytime with affordable prices.

Street food, however, has historical, cultural, social and economic dimensions, and show more as Asian phenomena while in Europe is highly regulated under health department requirements and in USA are limited to pedestrians, the "Drive-Through" or the food truck as a modern version of street food and a form of innovation in the gastronomy business [10].

2.2   PRODUCT QUALITY

Product quality is important for retaining customers' loyalty and is required to get higher profit. Product quality is the characteristics of a product or service which show its ability to satisfy the customers' needs [11]. Product quality dimensions are known as: performance, features, durability, conformance, serviceability, aesthetic, and perceived quality [12]. Performance is the product's ability to perform its function. Features show the ability to compete and differentiate the products from competitors. Durability is higher if the products can be kept well according to time standard for the product.

The product quality needs the freedom from defects and consistency with the performance level as required and known as the conformance quality of the products. Serviceability is required to ensure the consumers to get the best product quality and a commitment from the company to give replacement or revision if the product miss the minimum performance standard. Aesthetics cannot increase the product performance directly (Kotler & Armstrong, 2012), but it pleases customers.

The consumers consider street foods as the consumption of experiences or the experience of consumption called it the consuming of place which is connecting tourism and gastronomy, in a folkloristic perspective on eating is as an otherness of culinary tourism. Khorana [13] wrote an interesting chapter on the street food tours are that are safely exotic, combining the exotic component of street food like eating insects with the strong desire of tourists to remain safe and healthy. Not only being seen in terms of hedonism and food attributes as predictors of street foods consumption.

Street foods may have problems in low hygiene level, lack of legal system, ineffective market inspection and causing traffic jam around the areas. In terms of product quality of the street food, Yiamjanya and Wongleedee found that it is important to improve the street food safety and perceived risk among the consumers [14]. Notwithstanding, the street food vendors give some benefits such as inexpensive prices, various food types, job opportunity and local resources usage. It is important to understand the consumers' expectation and perception because the perception had a bigger role than the facts when it came to the safety of street food.

2.3   SERVICE QUALITY

Service quality or SERVQUAL model developed by Parasuraman is an attitude resulted by a long-term and overall evaluation of a performance [1] can be measured by five dimensions include tangible, reliability, responsiveness, assurance and empathy. Tangible or physical is an ability of a company to show its existence to external parties. This dimension can be measured from facilities (e.g. building, warehouse, etc.), utilities, tools, equipment and the performance of staffs or provider. Service quality for food products influences the customer satisfaction [15] followed by cultural influence, food quality and pricing.

Reliability, is usually shown by timeliness, equal service for all consumers without differentiation, sympathetic, high accuracy as promised once the service is delivered. The eagerness to help, give the fast service and provide the clear and correct information to consumers, indicate responsiveness. The fourth dimension, assurance is the company's knowledge, politeness, staffs' ability to encourage trust among consumers, include here are communication, credibility, security, competence and courtesy. The last dimension, empathy, which is shown by attention given sincerely and privately to understand and meet the consumer's needs.

2.4 PRICE

Price is the amount of charged money, or a sum of values for a product or service, that consumer trade for having the benefits of the product or service [11]. Price becomes important element in marketing mix because it can influence the consumer to buy the product or not. Price is also mentioned as statement of value because it has to compare the costs paid by consumer to get products and the perception of product benefit. The normal price is to compare the price and standard [17], thus, it will be normal if customer paid in a normal price and well informed about the changes of price if any.

2.5 CONSUMER EXPECTATION AND PERCEPTION

Product and services quality can be functions of the gap between expectations and perceptions of the consumers through the dimensions of quality [18]. Expectation is what the consumers want or the term of "what should be" meanwhile the perception is more as evaluation of the qualities and close to the "what really it is". The model developed in this study is shown in Figure 1.
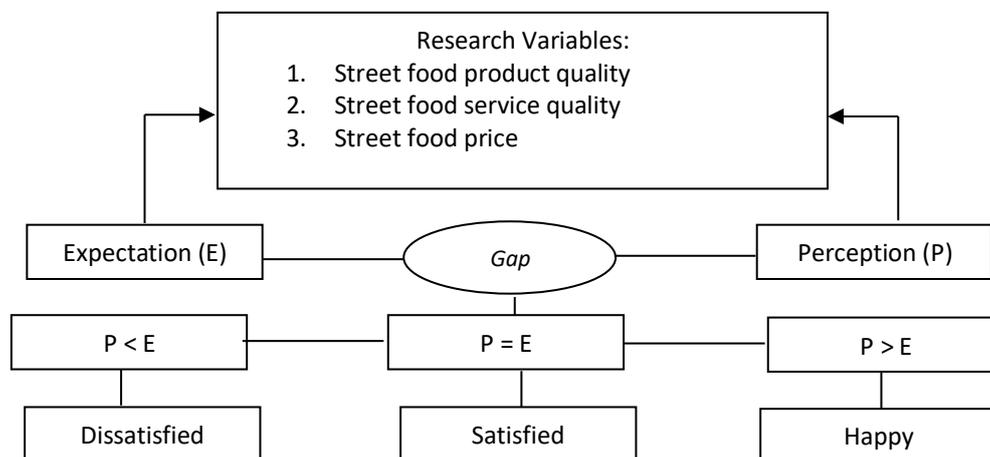

Fig. 1.   Research Framework

3   RESEARCH METHODOLOGY

This quantitative research used three variables, product quality, service quality and price. Analysis technique used here is t *paired test,* to examine the differences between consumer's expectation (before receiving the products) and consumer's perceptions (after receiving the products). The data type is mainly primary data which collected from the respondents used in this research, and secondary data is from other references relevant to this study. The population number is unknown and considered huge, so this study used convenience sampling method and got 420 respondents in Surabaya, Indonesia and 429 respondents in Bangkok, Thailand who consume street food to reach the better sample size.

The hypothesis statements developed in this research are:

H1: There is a gap between expectation and perception on product quality of street foods among consumers in Surabaya, Indonesia.
H2: There is a gap between expectation and perception on product quality of street foods among consumers in Bangkok, Thailand.
H3: There is a gap between expectation and perception on service quality of street foods among consumers in Surabaya, Indonesia.
H4: There is a gap between expectation and perception on service quality of street foods among consumers in Bangkok, Thailand.
H5: There is a gap between expectation and perception on price of street foods among consumers in Surabaya, Indonesia.
H6: There is a gap between expectation and perception on price of street foods among consumers in Bangkok, Thailand
H7: There is mean difference between expectation and perception towards street foods among the consumers in Surabaya, Indonesia and Bangkok, Thailand

Based on literatures and previous studies, the operational variables used in this research are divided into several indicators as shown in Table 1.

Table 1. Operational Variables

No	Variable	Indicators	Scale
1	Product Quality	a. Performance (the cleanliness, taste, availability, hygienity) b. Features (specialty of products compared to other vendors) c. Reliability (the taste of street food is consistent) d. Durability (the length or duration of foods to be kept and safe for delayed-consumption) e. Conformance (freedom from defects and consistent performance) f. Serviceability (the ability for vendors to revise or replace the broken product) g. Aesthetic (food packaging, food display). h. Perceived quality (price fits to the product quality received)	*Closed question* **Expectation:** Likert 1-5 (1= strongly unimportant), 2=unimportant, 3= somewhat important, 4= important 5= strongly important) **Perception:** Likert 1-5 (1= strongly disagree), 2=disagree, 3= neutral/somewhat agree, 4= agree 5= strongly agree)
2	Service Quality	a. Tangible (location, vendors performance and surroundings) b. Reliability (speed and accuracy in providing the consumers' requests) c. Responsiveness (good service and speed in responding the complaints). d. Assurance (trustable, courtesy and competence) e. Empathy (ability to provide service based on consumers' needs).	
3	Price	a. Price is affordable b. Price of street food corresponds to the product quality. f. Price of street food corresponds to the location.	

The operational variables are used to set the questionnaires arranged by the authors. Table 2 shows the questionnaires items and the item code to ease the analysis.

Table 2. Questionnaire Items

Item No.	Statement (Expectation)	Item Code	Statement (Perception)	Item Code
1	I hope the street food I buy is delicious	EoPQ1	After buying the street food, I found the taste is delicious.	PoPQ1
2	I hope the street food I buy is hygiene	EoPQ2	After buying the street food, I found the food is hygiene.	PoPQ2
3	I hope the street food taste I buy is unique	EoPQ3	The street food I have bought has a unique taste.	PoPQ3
4	I hope the street food will vary	EoPQ4	The street food I have bought has various types for me to choose.	PoPQ4
5	I hope the taste consistency of the street food I buy.	EoPQ5	The street food has consistent taste when I bought it again.	PoPQ5
6	I hope the street food I buy has durability.	EoPQ6	The durability of street food I bought is good.	PoPQ6
7	I hope the street food I buy has no defects.	EoPQ7	The street food I bought has no defect.	PoPQ7
8	I hope the street food seller will replace if I complain about the defect product.	EoPQ8	The food street seller from where I bought the food replaced the defect product I got.	PoPQ8
9	I hope the food street seller will replace if the food served is not as what I order.	EoPQ9	If the street food I bought is out of what I ordered, the food street seller replace it.	PoPQ9
10	I hope the street food I buy has good packaging.	EoPQ10	The street food I bought has good packaging.	PoPQ10
11	I hope the street food has interesting display for me.	EoPQ11	The street food I bought has interesting display.	PoPQ11
12	I hope the quality of street food I buy fits to what I pay.	EoPQ12	The quality of the street food I bought worths what I have paid.	PoPQ12
13	I hope the food street seller has clean performance.	EoSQ1	The street food seller wore clean performance when I bought the food.	PoSQ1

14	The service speed is what I want if I buy street food.	EoSQ2	The food street seller served fast when I bought the food.	PoSQ2
15	I hope the food street seller gives fast response if I complain.	EoSQ3	The food street seller gave fast response when I complained.	PoSQ3
16	I hope the food street seller understands what I order to meet my needs.	EoSQ4	The food street seller understood what I asked to order to meet my needs.	PoSQ4
17	I hope the food street price is affordable for me.	EoP1	The price of street food I bought was affordable for me.	PoP1
18	I hope the price I pay for street food I buy worths the quality I wish.	EoP2	When I bought street food, the price fits the quality I wished.	PoP2

The validity and reliability tests are executed to ensure the usability of questionnaires items for the further process. The analysis techniques used to test the hypothesis are independent sample t-test and paired sample t-test. To test the gap of expectation and perception, this study referred to Cartesius Diagram which is adopted to the specific need. Previous study used this diagram for mapping quality attributes consisting of 4 quadrants called as top priority, maintain performance, low priority and excessive quadrants [19] and it is also applicable for product quality and price in this study.

Expectation-Perception Diagram
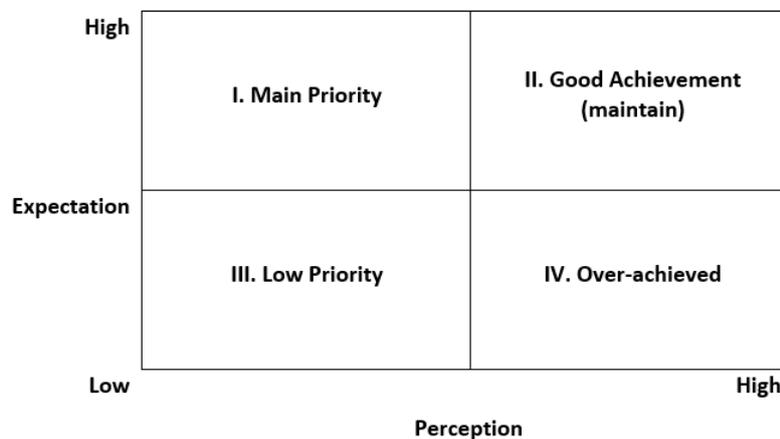
(Cartesius Diagram)

Fig. 2.   Quadrant/Gap Analysis Model

The analysis for each quadrant is common for any usage of Cartesius Diagram. Quadrant I (Main Priority, or Top Priority), means that the dimensions in this quadrant have high level of importance or influence for respondents but the performance of the dimensions are still low. Thus, dimensions in this quadrant should be prioritized for improvement [20]. Quadrant II (Maintain, or Preserve) has dimensions with high level of importance or influence for respondents and rated well by them, thus dimensions in this quadrant needs to be maintained. Meanwhile, Quadrant III (Low Priority) consists of dimension with low level of importance or influence to the respondents and the performance is also rated low by the respondents as well, yet the dimensions in this quadrant needs to be improved to prevent the shift to Quadrant I. The last is Quadrant IV (Over-achieved, or overrated) in which the dimensions have low level of importance or influence, but have good performance, so the dimensions are considered excessive by the respondents [20].

4   RESULTS AND DISCUSSION

This study is conducted in two different location, Surabaya City, Indonesia and Bangkok City, Thailand. The total of the respondents in Surabaya used in this study is 420 respondents and in Bangkok is 429 respondents. The characteristics of respondents are summarized based on gender, age, occupation and frequency to buy street foods in weekly basis (Table 3).

Table 3. Respondents' Characteristics

Profiles	Consumers in Surabaya		Consumers in Bangkok	
	Count	%	Count	%
Gender				
Male	151	36	169	39.4
Female	269	64	260	60.6
Total	420	100	429	100
Age				
< 30 years old	224	53	274	63.9
> 30 years old	196	47	155	36.1
Total	420	100	429	100
Occupation				
Students	263	62.6	171	39.9
Employees	121	28.8	161	37.5
Entrepreneurs	36	8.6	90	21
Others (jobless, farmer etc.)	0	0	7	1.6
Total	420	100	429	100
Frequency to Buy Street-Food Each Week				
1-2 Times	204	49	83	19.3
3-4 Times	133	32	115	26.8
>4 Times	83	20	231	53.8
Total	420	100	429	100

Towards the food, a study found that reaction of consumers on food product quality can also be based on the consumers' profiles because the quality perceptions will influence fresh food product satisfaction and lead to higher purchase incidence [21]. The perception after judging process within an individual consumer will be an important antecedent of buying decision. Then, for further explanation to the respondents' profiles in this study, the recapitulation of the profiles is summarized in Table 3.

Table 3 shown the similarity in the gender-based respondents' profile between Surabaya and Bangkok. More than 60% of respondents is female. Indicating that women are more likely interested in buying foods or doing culinary crafting. The age range of the respondents are divided in two level under and over 30 years old to ease the analysis. Most respondents are less than 30 years old for both cities. It is obvious that in that age level, people tend to live freely, craft new things including the foods, and try new things with their pals. Previous study also found that young consumers (under 30 years old) dominated the street foods consumption [22].

Most of the respondents' occupation as shown in Table 3 are students either high schools or college students. There is no "others" categories among the respondents in Surabaya, meanwhile in Bangkok, 7 respondents are either jobless, home mate and farmers. However, this difference is not significant. Yet, the difference between street food consumers in Surabaya significantly shown in Table 3 in terms of the frequency to buy street foods, because most respondents in Surabaya only 1-2 times a week buy the street foods regardless the food types and prices, but in Bangkok, more than 4 times a week, indicates almost every day, most of the respondents buy the street foods.

The data collected were tested for the validity and reliability. Based on the measurement using SPSS 26, the Pearson Correlation of each item of questionnaires got more than 0.3, so all the items in the questionnaire are valid. The reliability test also shows the high value of reliability for the 36 items in questionnaires based on Cronbach's Alpha > 0.8 (the value is 0.934). Then, the data is analyzed using paired t-test to get the mean value of both perception and expectation. The results mean value of either expectation or perception variables are shown in Table 4 and 5 along with the gaps and the effect to consumers.

Table 4. Results of Gap Analysis in Surabaya, Indonesia

Item No.	Item Code	Mean Value of Expectation (E)	Item Code	Mean Value of Perception (P)	P-E Difference	Gap	Effect to Customers	Cartesius Quadrant
1	EoPQ1	3.990	PoPQ1	3.712	-0.279	P < E	Dissatisfied	II. Maintain
2	EoPQ2	4.114	PoPQ2	3.617	-0.498	P < E	Dissatisfied	II. Maintain
3	EoPQ3	3.788	PoPQ3	3.621	-0.167	P < E	Dissatisfied	IV. Over-achieved
4	EoPQ4	3.729	PoPQ4	3.421	-0.307	P < E	Dissatisfied	III. Low Priority
5	EoPQ5	3.869	PoPQ5	3.707	-0.162	P < E	Dissatisfied	IV. Over-achieved
6	EoPQ6	3.629	PoPQ6	3.524	-0.105	P < E	Dissatisfied	III. Low Priority
7	EoPQ7	4.226	PoPQ7	3.667	-0.560	P < E	Dissatisfied	II. Maintain
8	EoPQ8	4.005	PoPQ8	3.602	-0.402	P < E	Dissatisfied	II. Maintain
9	EoPQ9	3.788	PoPQ9	3.602	-0.186	P < E	Dissatisfied	IV. Over-achieved
10	EoPQ10	3.993	PoPQ10	3.581	-0.412	P < E	Dissatisfied	I. Main Priority
11	EoPQ11	3.676	PoPQ11	3.488	-0.188	P < E	Dissatisfied	III. Low Priority
12	EoPQ12	3.943	PoPQ12	3.740	-0.202	P < E	Dissatisfied	IV. Over-achieved
13	EoSQ1	4.129	PoSQ1	3.667	-0.462	P < E	Dissatisfied	II. Maintain
14	EoSQ2	4.043	PoSQ2	3.631	-0.412	P < E	Dissatisfied	II. Maintain
15	EoSQ3	3.981	PoSQ3	3.614	-0.367	P < E	Dissatisfied	II. Maintain
16	EoSQ4	3.952	PoSQ4	3.745	-0.207	P < E	Dissatisfied	III. Low Priority
17	EoP1	3.995	PoP1	3.850	-0.145	P < E	Dissatisfied	II. Maintain
18	EoP2	4.026	PoP2	3.764	-0.262	P < E	Dissatisfied	II. Maintain

Table 4 shows the results to test H1, H3 and H5. Based on the Table 9 and plotting shown in Figure 3, the hypothesis H1, H3 and H5 are accepted. The results show value P < E for all items (See Table 4). There is gap between expectation and perception on product quality of street foods among consumers in Surabaya (H1 is accepted). There is also a gap between expectation and perception on service quality of street foods among consumers in Surabaya (H3 is accepted) and the H5 is also accepted because there is a gap between expectation and perception on price of street foods among consumers in Surabaya (EoP1 and EoP2 got their P value < E value).

In Surabaya, Indonesia, the item that needs to improve lies on Quadrant I (Main Priority). The street food packaging brings dissatisfaction to the customers based on the statistical results. Most of the street foods in Surabaya have lack attention to make the packaging tidy, clean and interesting. The street foods sellers usually use plastic bags, plastic pockets, plastic glasses and other packaging with stereo foam materials that customers found it difficult to take the food away in a fresh quality. Usually, the customers will bring the food to offices or homes and the locations are far from the food street shops. The risks of spilt food, damage ingredients and change of temperature of the foods are paid by the customers instead of the change in tastes due to the distance and packaging.

The items for price variable are located in Quadrant II (maintain) although the results of effect to customers are *Dissatisfied*. The customers of street food in Indonesia look for the convenient and inexpensive foods (Anjani, et al. 2008). The differences of the expectation and perception toward street foods prices are not significant. The items work for price variable are about the affordability and quality of the products. Even though the customers want better quality but they understand the ability of street foods seller on production.

The customers also feel *Dissatisfied* about the taste of the foods and replacement for the food is different to what they ordered. Those items are located in Quadrant IV (over-achieved). The customers usually understand the standard of street food product quality, so they do not expect too much on it since the beginning of their decision to consume. If they find a dissatisfaction of the service, they only will stop buying from the same seller on the other day.

Below is the plotting of each item in Cartesius diagram to show the exact position of expectation and perception.
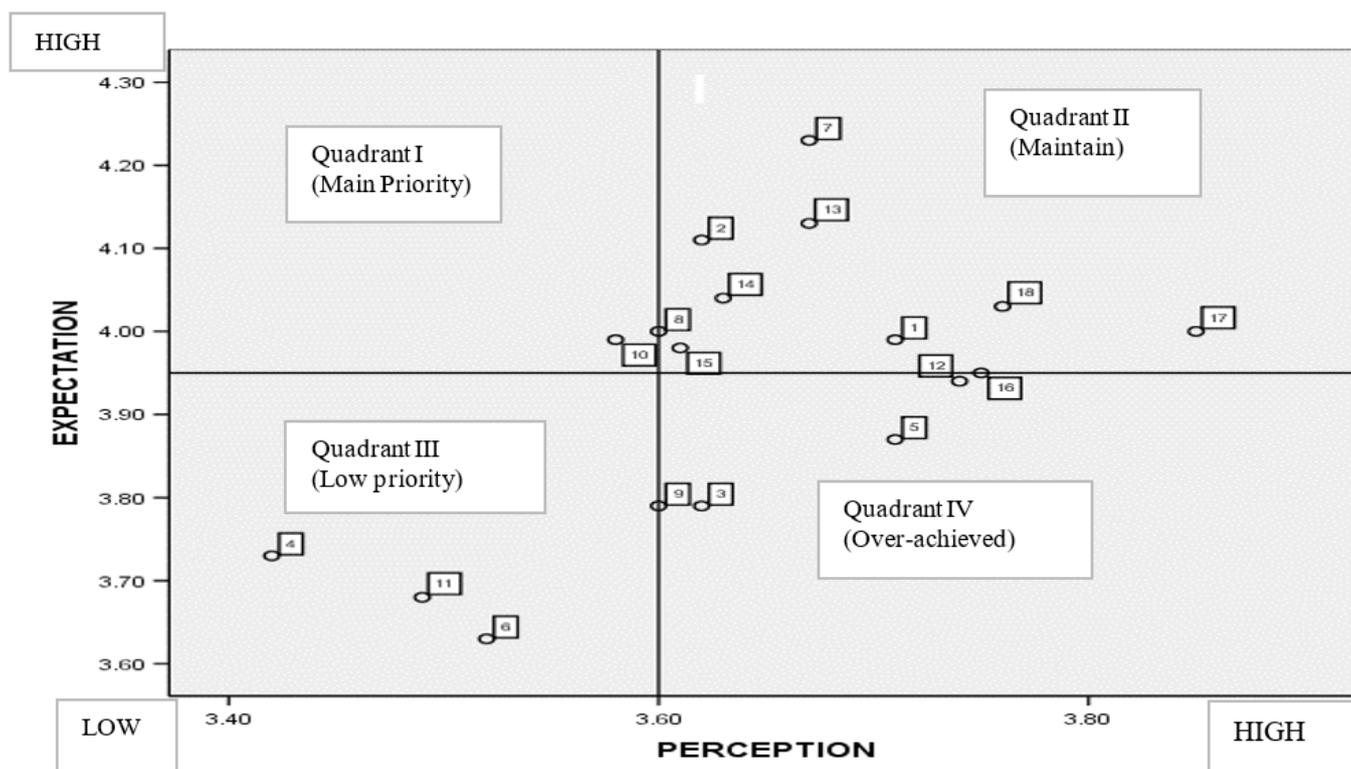
Fig. 3.   Gap Analysis of Expectation and Perception in Surabaya, Indonesia

Table 5 shows the results of paired T-test and Gap analysis for the primary data of the respondents in Bangkok, Thailand and Figure 4 exhibits the quadrant of each item lies on the Cartesius Diagram.

Table 5.   Results of Gap Analysis in Bangkok, Thailand

Item No.	Item Code	Mean Value of Expectation (E)	Item Code	Mean Value of Perception (P)	P-E Difference	Gap	Effect to Customers	Cartesius Quadrant
1	EoPQ1	3.998	PoPQ1	4.191	0.193	P > E	Happy	IV Over-achieved
2	EoPQ2	3.734	PoPQ2	3.921	0.186	P > E	Happy	IV Over-achieved
3	EoPQ3	3.842	PoPQ3	3.823	-0.019	P < E	Dissatisfied	IV Over-achieved
4	EoPQ4	4.072	PoPQ4	3.977	-0.096	P < E	Dissatisfied	II Maintain
5	EoPQ5	3.774	PoPQ5	3.963	0.189	P > E	Happy	IV Over-achieved
6	EoPQ6	3.135	PoPQ6	2.860	-0.275	P < E	Dissatisfied	III Low Priority
7	EoPQ7	3.399	PoPQ7	3.347	-0.051	P < E	Dissatisfied	III Low Priority
8	EoPQ8	3.506	PoPQ8	3.650	0.145	P > E	Happy	IV Over-achieved
9	EoPQ9	3.667	PoPQ9	3.732	0.065	P > E	Happy	IV Over-achieved
10	EoPQ10	3.476	PoPQ10	3.389	-0.086	P < E	Dissatisfied	III Low Priority
11	EoPQ11	4.019	PoPQ11	3.711	-0.308	P < E	Dissatisfied	II Maintain
12	EoPQ12	3.937	PoPQ12	4.070	0.133	P > E	Happy	IV Over-achieved
13	EoPQ13	3.751	PoPQ13	3.762	0.012	P > E	Happy	IV Over-achieved
14	EoPQ14	4.182	PoPQ14	4.189	0.007	P > E	Happy	II Maintain
15	EoPQ15	3.797	PoPQ15	3.981	0.184	P > E	Happy	IV Over-achieved
16	EoPQ16	3.893	PoPQ16	4.082	0.189	P > E	Happy	IV Over-achieved
17	EoPQ17	4.119	PoPQ17	4.294	0.175	P > E	Happy	II Maintain
18	EoPQ18	4.138	PoPQ18	4.289	0.152	P > E	Happy	II Maintain

Table 5 explains the result of hypothesis H2, H4 and H6. Based on the Table 10 and plotting shown in Figure 4, the hypothesis H2, H4 and H6. are accepted. The results (See Table 5) show the gap between expectation and perception on product quality of street foods among consumers in Bangkok (H2 is accepted) either "happy" or "dissatisfied" for some items. There is also the gap between expectation and perception on service quality of street foods among consumers in Bangkok (H4 is accepted) and the H6 is also accepted because there is a gap between expectation and perception on price of street foods among consumers in Bangkok (EoP1 and EoP2 got their P value < E value).

In Bangkok, Thailand, no item lies on Quadrant I (Main Priority). Meanwhile, there are two items located in Quadrant II (maintain) that bring negative effect to customers so they feel *Dissatisfied*. The customers of street food in Bangkok look for food variety and better food display to maintain. Some other items lie on the Quadrant II bring happiness to customers such as the speed, price affordability and the fitness of price to the quality of the foods based on the consumers. Quadrant III shows the low priority in three items, durability, defect and packaging. This quadrant brings dissatisfaction to consumers because they expect too much but the actual performance received is lower than expected.

The customers also feel *Dissatisfied* about the uniqueness of the street food and it is located in Quadrant IV (over-achieved). The customers may feel that they do not expect that much for street food but sellers provide more than expected. It brings dissatisfaction because this is not actually what the consumers want.
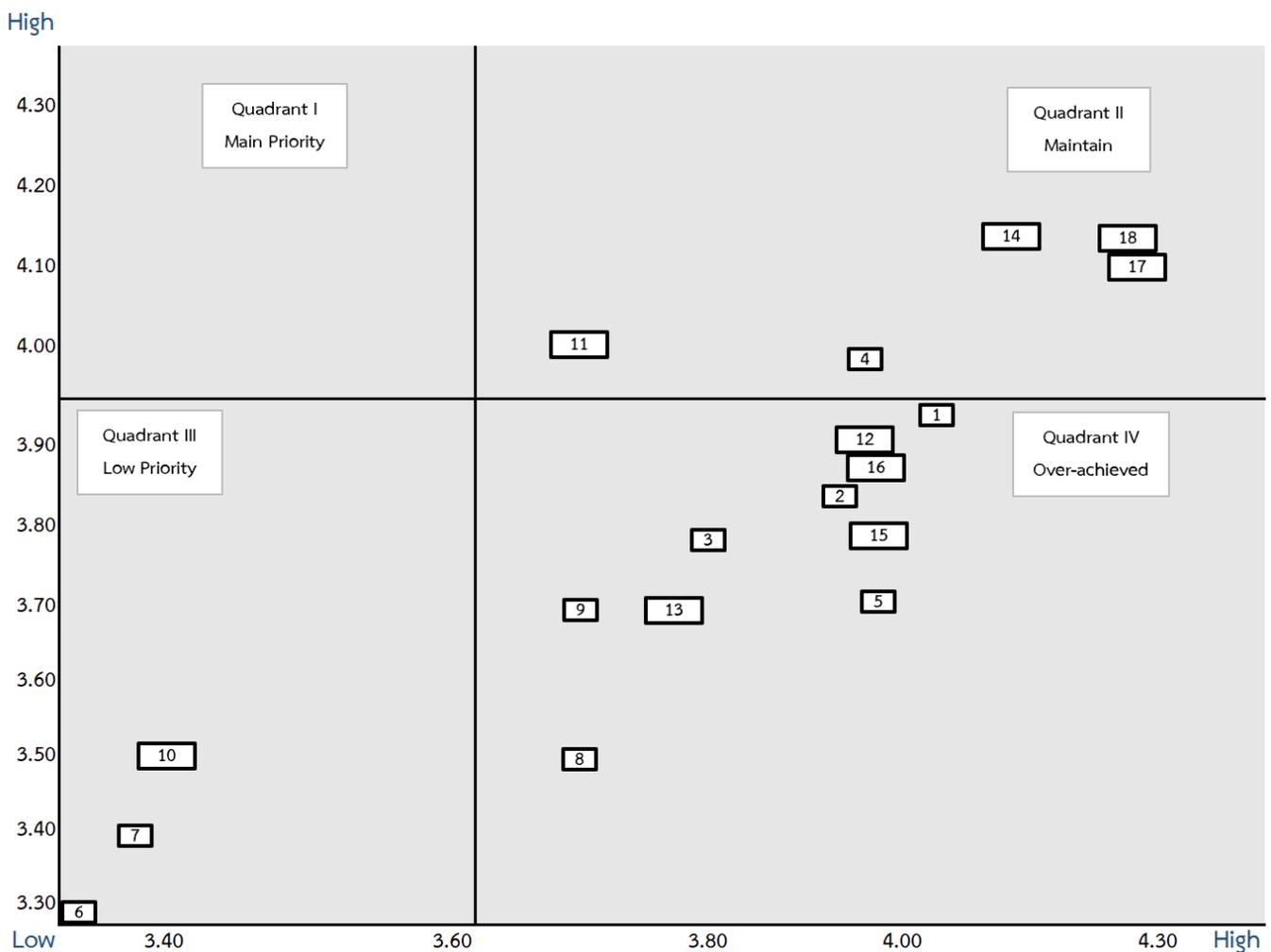

Fig. 4.   Gap Analysis of Expectation and Perception in Bangkok, Thailand

This study found the differences of the gap analysis. All of the gaps resulted show dissatisfaction of the consumers toward the street foods in Surabaya, Indonesia, meanwhile in Bangkok, Thailand the consumer is happy or satisfied for some items. Paired Sample T-test is used to test if the differences between the mean value of expectation and perception exist (Table 6 to 8).

Table 6. Results of Paired Samples Statistics

Paired Samples Statistics		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	EXPSUB	3.93756	18	.161294	.038017
	PERSUB	3.64183	18	.104067	.024529
Pair 2	EXPBKK	3.80217	18	.284061	.066954
	PERBKK	3.84617	18	.367941	.086724

Table 6 shows the two pairs, Pair 1 is for Surabaya and Pair 2 is for Bangkok. Each pair has two conditions to compare, EXPSUB is expectation of consumers in Surabaya and PERSUB is perception of the consumers in Surabaya towards the quality of street foods products and services. Meanwhile, EXPBKK and PERBKK refer to the same terms for consumers in Bangkok. As the theory said (Khiavi, et al., 2018) that expectation is about "what should be" in products, but perception is about "what really it is" of the products, so expectation comes before perception. Expectation is before consuming products while perception is after consuming products so the consumers can give the value to the performances.

Table 7. Results of Samples Correlation

Paired Samples Correlations		N	Correlation	Sig.
Pair 1	EXPSUB & PERSUB	18	.543	.020
Pair 2	EXPBKK & PERBKK	18	.913	.000

Table 7 shows the correlation between expectation and perception. Pair 2 in that table shows the stronger correlation than Pair 1. The correlation in Pair 1 (Surabaya) has lower value than Pair 2 (Bangkok). It indicates consumers in Bangkok get what they expect from street foods but consumers in Surabaya are not satisfied enough because they do not get what they expect from street foods.

Table 8. Results of Paired Samples Test

Paired Samples Test			Pair 1	Pair 2
			EXPSUB – PERSUB	EXPBKK – PERBKK
Paired Differences	Mean		.295722	-.044000
	Std. Deviation		.136417	.158868
	Std. Error Mean		.032154	.037445
	95% Confidence Interval of the Difference	Lower	.227884	-.123003
		Upper	.363561	.035003
t			9.197	-1.175
df			17	17
Sig. (2-tailed)			.000	.256

In Table 8, t test value for Pair 1 shows 9.197 > ±2.110 (t table, d.f =17) with Sig. value is 0.000, means that there is the difference between mean value in Expectation and Perception of consumers in Surabaya towards the street food product and services quality. Pair 2 shows t test value -1.175 < ±2.110 (t table, d.f =17) with Sig. value is 0.256 which indicates that there is no difference between mean value in Expectation and Perception of Consumers in Bangkok towards the product, service quality and price of the street foods.

To understand more whether the Expectation and Perception of the consumers in Surabaya and Bangkok are different or not, the independent sample T-test is used and the results are shown in Table 9 and Table 10.

Tableau 1.   Results of Group Statistic for Independent Samples Test

Group Statistics					
	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
EXP	Surabaya	18	3.93756	.161294	.038017
	Bangkok	18	3.80217	.284061	.066954
PER	Surabaya	18	3.64183	.104067	.024529
	Bangkok	18	3.84617	.367941	.086724
GAP	Surabaya	18	-.29572	.136599	.032197
	Bangkok	18	.04417	.158848	.037441

We notice the results F test from the Independent Samples T-test to test the homogeneity of the variances. Expectation (EXP) has Levene's test value 0.052, more than 0.05. It means that the variances of two groups (Surabaya and Bangkok) are not different. Perception (PER) of both groups has different variances because the Sig value of Levene's test is less than 0.05. There is no variance differences for the gap (P-E) of both groups because the sig value of Levene's test is more than 0.05, which is 0.016. Expectation and gap will use the column *equal variances assumed* while the perception will use *equal variances not assumed*.

Tableau 2.   Results of Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EXP	Equal variances assumed	4.042	.052	1.758	34	.088	.135389	.076995	-.021083	.291861
	Equal variances not assumed			1.758	26.930	.090	.135389	.076995	-.022610	.293388
PER	Equal variances assumed	12.094	.001	-2.267	34	.030	-.204333	.090127	-.387493	-.021174
	Equal variances not assumed			-2.267	19.703	.035	-.204333	.090127	-.392516	-.016151
GAP	Equal variances assumed	.256	.616	-6.883	34	.000	-.339889	.049381	-.440242	-.239535
	Equal variances not assumed			-6.883	33.254	.000	-.339889	.049381	-.440325	-.239452

The t table for two tailed is ± 2.120 and t-test for Expectation is 1.758 less than the t table so there is no differences between Surabaya and Bangkok for the mean value of Expectation toward product quality, service quality and prices of the street foods. However, the Perception and the Gap are different because the t test values are -2.267 and -6.883, lie on the rejection area of null hypothesis. Thus, it can be concluded there are the mean value differences between Surabaya and Bangkok consumers in their perception and gap towards product quality, service quality and prices of the street foods and means the hypothesis 7 (H7) is accepted.

Since the t test for Expectation is positive, it means that Surabaya has higher mean value in Expectation towards product quality, service quality and prices of the street foods than Bangkok. In the Table of group statistic, Surabaya has mean value 3.93756 for Expectation meanwhile Bangkok has lower mean value, 3.80217. The Perception has negative sign, indicates that Bangkok has higher mean value for the consumers' Perception towards the product, service quality and price of the street foods compared to consumers in Surabaya.

5 CONCLUSIONS AND SUGGESTIONS

Based on the measurements using mean values to be noted in Cartesius Diagram, paired sample t-test and independent t-test, the hypothesis raised in this study are answered. There are the differences between expectation and perception on product quality, service quality and prices of street foods among consumers in Surabaya and Bangkok. Based on Paired Sample t-test conducted in this study the consumers' expectation and perceptions towards product quality, service quality and prices of street foods are different among the consumers in Surabaya, Indonesia, but not for consumers in Bangkok, Thailand.

According to Independent Sample t Test, there are differences between consumers' Perception in Surabaya and Bangkok toward product quality, product service and prices of street foods, which is consumers in Bangkok have higher mean value than Surabaya. The differences in Expectation do not exist among consumers in Surabaya and Bangkok. Then, there are also actually gaps towards street foods between consumers in Surabaya and Bangkok.

The conclusion shows that the consumers of Street foods in Surabaya and Bangkok have the similar expectation towards the price, product and services quality of the street foods, but when they come to the perceptions which are valued after their purchase experiences, the consumers in Surabaya get the lower value than consumers in Bangkok which creates bigger gaps between Expectation and Perception. It means that consumers of street foods in Surabaya are not satisfied because what they expect about the street foods cannot be received in reality. Then based on this study, it is suggested for the vendors of street foods in Surabaya, Indonesia, especially, increase their quality either product or services and prices to make it closer to what the consumers expect. However, in both cities, the street vendors must understand what their consumers really want from their product and service quality and relate them with the affordable prices. The vendors can even save the budget by indicating the right terms of consumers' perceptions so that they will not be misled because they provide the facilities which are not important for the consumers.

Everyone in the society has part to contribute in developing economy surroundings and in the results, the entrepreneurship can play the important role in local economic growth especially when it comes together with innovation. Furthermore in the competitive business era, the business owners should improve themselves for better performance. Once the business increases its performance, more outcomes will be received. Regarding the street food quality as the main issues considered by the consumers, the vendors can begin to improve the quality in such relevant ways to the products they offer in terms of food safety especially from the microbial contamination. The local governments can provide training programs for street food vendors to improve their knowledge about food safety [23] which is important for their performance improvements. It is also important for the street food vendors to start considering their product quality positioning [24] as consumers in both cities studied here have similar expectation towards the product quality yet some of them do not get foods as expected. Food quality positioning is important for street foods to guarantee the consumers' satisfaction on the quality. Thus, with the domino effect analogy, the situation of the business, eventhough it is in micro scale, it still keeps giving good contribution to the society in gaining better local or even national economy growth.

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