

## HASIL KUISIONER

**Usia** : 20-45 Tahun  
**Tempat Tinggal** : Surabaya Utara, Surabaya Selatan, Surabaya Barat, dan Surabaya Timur.  
**Pekerjaan** : Mahasiswa, Wiraswasta, Bisnis Eksekutif, Karyawan, dan Dosen.  
**Jumlah Responden**: 100 orang

### 1. Kegiatan pada hari libur Sabtu & Minggu (Jawab berdasar tingkat keseringan)

	Tidak Pernah	Pernah	Sering	Sering Sekali
* Dirumah saja	18%	61%	15%	6%
* Jalan-jalan didalam kota	0%	16%	56%	28%
* Pergi ke luar kota	6%	67%	18%	9%
* Makan di restoran	0%	22%	40%	38%

### 2. Kebiasaan yang paling utama anda lakukan apabila berjalan-jalan

	Tidak Pernah	Pernah	Sering	Sering Sekali
* Berbelanja	1%	66%	28%	5%
* Menonton Bioskop	11%	53%	26%	10%
* Makan	3%	59%	27%	11%
* Lihat-lihat (Window Shopping)	10%	47%	24%	19%

### 3. Pernah makan masakan Thailand

Ya	60%
Tidak	40%

### 4. Jika ya, menikmati masakan Thailand di (60%)

Restoran Sea Food	22%
Restoran Thailand diluar Surabaya (lain-lain)	10%
Hotel	28%

### 8. Menyukai masakan Thailand (100%)

Ya	53%
Biasa	29%
Tidak	18%

### 9. Faktor-faktor yang mendasari memilih masakan Thailand

	Tidak Penting	Biasa	Penting	Sangat Penting
* Kekhasan Rasa	2%	18%	54%	26%
* Variasi Masakan	5%	16%	51%	28%
* Harga	29%	22%	30%	19%
* Kesehatan	0%	39%	46%	15%

### 10. Alasan tidak pernah makan masakan Thailand (40)

Karena tidak ada	50%
Karena tidak tahu	35%

<b>Karena mahal</b>	<b>5%</b>
<b>alasan lain : padas....</b>	<b>10%</b>

**11. Berminat untuk mencoba restoran Thailand, jika akan dibuka**

<b>Ya</b>	<b>90%</b>
<b>Tidak</b>	<b>10%</b>

**12. Mengetahui informasi tentang restoran baru**

<b>Saudara/ teman</b>	<b>31%</b>
<b>Surat Kabar /Majalah</b>	<b>40%</b>
<b>Radio</b>	<b>29%</b>

**13. Pengeluaran biaya makan diluar dalam waktu 1 bulan**

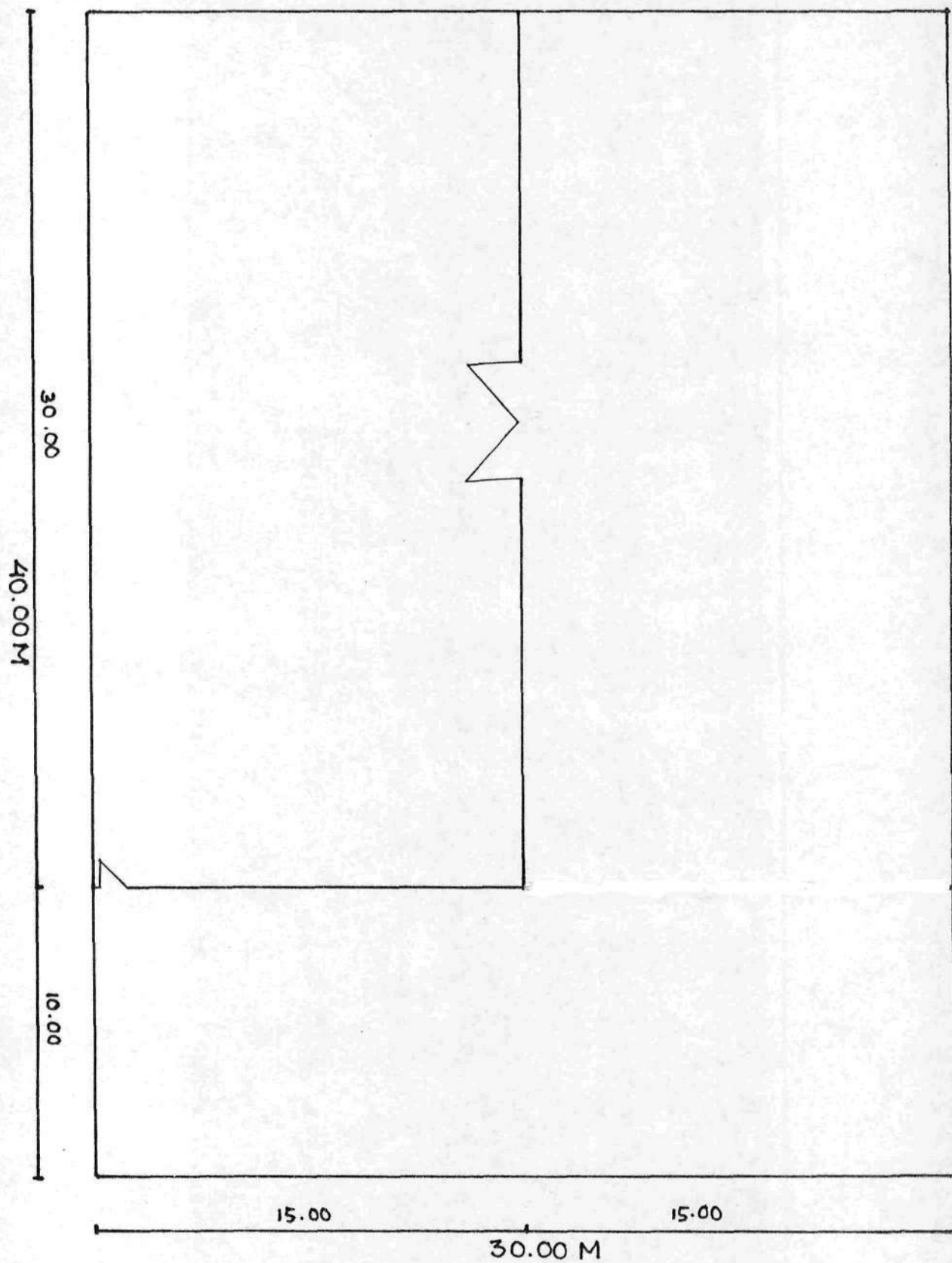
<b>100,000 – 300,000</b>	<b>27%</b>
<b>300,000 – 500,000</b>	<b>45%</b>
<b>500,000-1,000,000</b>	<b>19%</b>
<b>&gt; 1,000,000</b>	<b>9%</b>

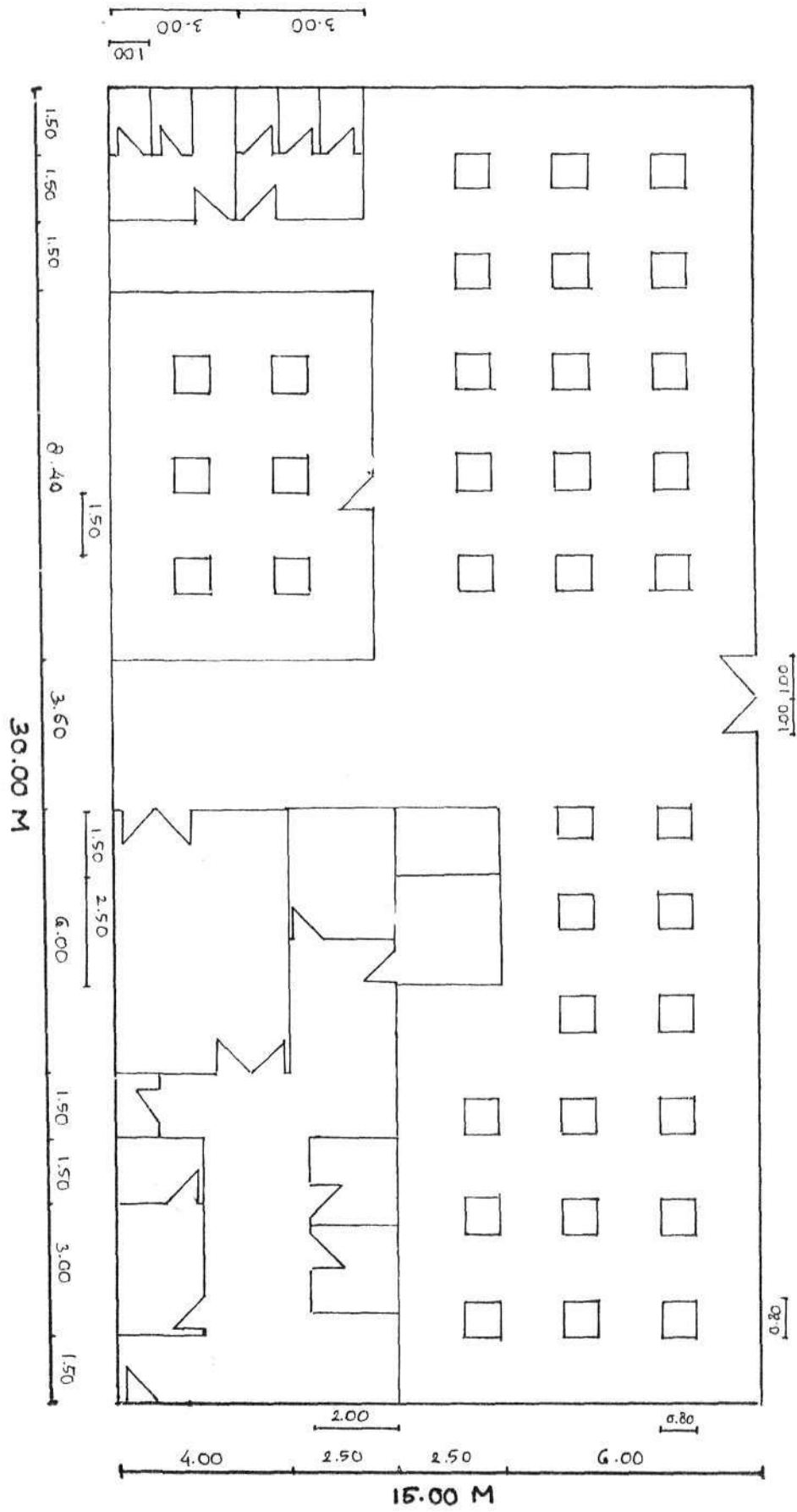
**14. Tingkat keseringan makan direstoran dalam waktu 1 bulan**

<b>&lt;5x</b>	<b>13%</b>
<b>5-10x</b>	<b>38%</b>
<b>11-15x</b>	<b>35%</b>
<b>&gt;16x</b>	<b>14%</b>

**15. Menurut anda apa yang terpenting dari sebuah restoran :**

	<b>Tidak Penting</b>	<b>Biasa</b>	<b>Penting</b>	<b>Sangat Penting</b>
<b>*Rasa</b>	<b>0%</b>	<b>13%</b>	<b>45%</b>	<b>58%</b>
<b>*Variasi Menu</b>	<b>6%</b>	<b>17%</b>	<b>40%</b>	<b>37%</b>
<b>*Harga</b>	<b>11%</b>	<b>32%</b>	<b>39%</b>	<b>18%</b>
<b>*Suasana</b>	<b>8%</b>	<b>21%</b>	<b>41%</b>	<b>30%</b>
<b>*Pelayanan</b>	<b>4%</b>	<b>11%</b>	<b>52%</b>	<b>33%</b>
<b>*Interior</b>	<b>10%</b>	<b>34%</b>	<b>31%</b>	<b>25%</b>
<b>*Kebersihan</b>	<b>3%</b>	<b>32%</b>	<b>38%</b>	<b>27%</b>
<b>*Entertainment</b>	<b>17%</b>	<b>35%</b>	<b>26%</b>	<b>22%</b>











### *Titbits*

<b>POH PIAH SOT (Fresh Spring Rolls)</b> Spring Rools filled w/ crab meat, beef sausage, and bean sprouts	Rp 12.500,-
<b>KHANOM JEB (Steamed Dumplings)</b> Chicken dumplings served w/ plum sauce	Rp 12.500,-
<b>KUNG HOM PHA (Prawns In a Blanket)</b> Fried prawns wrapped w/ wonton skin	Rp 12.500,-
<b>TUNG TONG (Golden Snack)</b> Fried beef dumplings served w/ sweet & sour sauce	Rp 12.500,-
<b>POH PIAH TODD (Fried Spring Rolls)</b> Fried spring rolls served w/ Bangkok sauce	Rp 12.500,-
<b>TOD MAN PLA (Fish Cakes)</b> Fried mince fish marinated w/ coriander leaves	Rp 15.000,-
<b>TOD MAN KHAO POTE (Fried Corn Patties)</b> Mix corn and prawn marinated w/ Thai sauce	Rp 15.000,-



### *Salads*

<b>MIANG KHAM (Lettuce Leaf Cups)</b> Fresh lettuce filled dried shrimps w/ Thai peanut sauce	Rp 12.500,-
<b>KANOM JEEN SOUNMAN (Pineapple Salad)</b> Salad w/ pineapple and shrimp in Lime kaffir dressing	Rp 12.500,-
<b>YAM NUEA (Spicy Beef Tenderloin Salad)</b> Mix vegetables and beef tenderloin dressed w/ Spicy Thai dressing	Rp 14.000,-
<b>PLA GUNG (Prawn Salad)</b> Prawn and cucumber dressed w/ apricot sauce	Rp 12.500,-
<b>SOM TAM THAI (Papaya Thai Salad)</b> Papaya dressed w/ lime sauce	Rp 10.000,-

### *Soups*

<b>TOM YAM GAI (Chicken In Lemon Grass)</b> Thai chicken clear soup	Rp 17.500,-
<b>TOM YAM GOONG (Hot &amp; Sour Shrimp Soup)</b> Spicy shrimp soup w/ lime	Rp 20.000,-
<b>TOM KHA GAI (Chicken Coconut Soup)</b> Thai chicken thick soup w/ coconut milk	Rp 20.000,-



### *General Fare*

<i>HOY MANG PHU OB</i> (Steam Mussels) Marinated steamed mussels w/ fish sauce	Rp 15.000,-
<i>PUU JAA</i> (Darling Crab) Stuffed crab w/ crab meat and ground chicken	Rp 30.000,-
<i>HOO MOG PLA</i> (Baked Fish) Grouper fish baked w/ light coconut sauce	Rp 30.000,-
<i>PLA MUK YANG</i> ( Charcoal Squid) Grill marinated squid w/ charcoal	Rp 25.000,-
<i>SUMON NAM PRIK</i> (Salmon Red Curry) Salmon fish cooked w/ Red curry sauce	Rp 35.000,-
<i>KAI YANG</i> (Barbecued Chicken) Chicken grill w/ lemon grass	Rp 20.000,-
<i>GAENG GARI GAI</i> (Chicken Curry) Chicken cooked w/ yellow curry sauce	Rp 17.500,-
<i>GAENG MASAMAN NUA</i> (Masaman Curry) Beef and potato cooked w/ Masaman curry sauce]	Rp 22.500,-
<i>MAU NUA KING</i> (Beef w/ ginger) Stir-fry beff w/ ginger	Rp 20.000,-
<i>TAOHU SAWEAI</i> (Fried Beancurd) Fried breaded silk beancurd served w/ sweet&hot sauce	Rp 12.000,-
<i>PAKH BOONG FAI DAENG</i> (Waterspinach Flambe) Saute waterspinach w/ rice wine	Rp 10.000,-

### *Single Dish*

<i>KUAY TIAU NUA PAI</i> (Tender Beef Rice noddle Soup) Stewing beef cooked w/ rice noddles	Rp 17.500,-
<i>KUAY TIAU KHI MAO GUNG</i> (Prawns in Rice noddle) Stir-fry Rice noddles w/ prawns	Rp 17.500,-
<i>PAT WUN SEN</i> (Stir-fry Bean Thread Noddles) Bean thread noddles stir-fry w/ chicken, and wood ear mushroom	Rp 17.500,-
<i>MEE KORP</i> (Crispy Noddles) Deep fried noddles served w/ chicken yellow curry sauce	Rp 15.000,-
<i>KHO PHAT</i> (Thai Fried Rice) Spicy fried rice w/ prawns, squid and bean sprouts	Rp 15.000,-
<i>BAKMEE PAD THAI</i> (Thai Fried Noddles) Fried noddles and prawns w/ Pad Thai sauce	Rp 16.000,-
<i>BAKMEE PED</i> (Duck Noddles Soup) Soup noddles w/ shredded duck meat and bean sprouts	Rp 17.500,-
Steam Rice	Rp 2.500,-

### *Desserts*

<i>GULAY KOEK TOD</i> (Thai Banana Fritter) Fried banana dough w/ sesame seeds	Rp 7.500,-
<i>SANGKHAYA FAKTHONG</i> (Custard Pumpkin) Pumpkin filled w/ custard coconut cream	Rp 8.000,-
<i>KLUAI BUAT CHI</i> (Banana In Coconut Milk) Banana cooked w/ coconut milk	Rp 7.500,-
<i>KHANOM CHAN</i> (Multilayer Sweet) Layer cake made from mix flour and pandan leaf	Rp 7.500,-
<i>ORANGE IN JASMINE SYRUP</i> Slice orange mix w/ jasmine syrup	Rp 8.000,-
<i>MANGO ICE CREAM</i>	Rp 10.000,-



### *Drink List*



Thai Ice Coffee	Rp 8.000,-
Black Coffee	Rp 6.000,-
Espresso	Rp 8.000,-
Cappucino	Rp 10.000,-
Fresh Orange Juice	Rp 10.000,-
Watermelon Juice	Rp 8.000,-
Melon Juice	Rp 8.000,-
Avocado Juice	Rp 8.000,-
Apple Juice	Rp 10.000,-
Pineapple Juice	Rp 8.000,-
Papaya Juice	Rp 8.000,-
Tomato Juice	Rp 8.000,-
Carrot Juice	Rp 8.000,-
Lime Juice	Rp 8.000,-
Banana Juice	Rp 8.000,-

Guava Juice	Rp 10.000,-
Lychee Juice	Rp 10.000,-
Durian Juice	Rp 10.000,-
Young Coconut	Rp 7.500,-

### *Bottled Drinks*

Soft Drink (Coca Cola,Fanta,Sprite)	Rp 5.000,-
Mineral Water	Rp 3.000,-

### *Alcohol*

Beer Bintang	Rp 12.000,-
Guinness Beer	Rp 9.000,-

## CATERING SERVICE MENU

### PAKET 1

Khanom Jeeb (Steamed Dumplings)	
Poh Piah Todd (Fried Spring Rolls)	
Kanom Jeen Sounman (Pineapple Salad)	
Tom Yam Gai ( Chicken in Lemon Grass)	
Kai Yang (Barbecued Chicken)	
Pakh Boong Fai Daeng (Waterspinach Flambe)	
Kho Phat (Thai Fried Rice)	
Steam Rice	
Kluai Buat Chi (Banana in Coconut Milk)	ONLY Rp 345.000,- per paket

### PAKET 2

Tod Man Khao Pote (Fried Corn Patties)	
Tod Man Pia (Fish Cakes)	
Som Tom Thai (Paw paw Salad)	
Tom Khai Gai (Chicken Coconut Soup)	
Gaeng Gari Gai (Chicken Curry)	
Taohu Saweai (Fried Beancurd)	
Bakmee Pad Thai (Thai Noddles)	
Steam Rice	
Khanom Chan (Multilayer Sweet)	ONLY Rp 395.000,- per paket

### PAKET 3

Tung Tong (Golden Snack)	
Poh Piah Todd (Fried Spring Rolls)	
Pla Gung (Prawn Salad)	
Tom Yam Goong (Hot & Sour Shrimp Sup)	
Pla Muk Yang (Charcoal Squid)	
Hoy Mang Phu Ob (Steam Mussels)	
Pat Wun Sen (Stir Fry Bean Thread Noddless)	
Steam Rice	
Sangkhaaya Fakthong (Custard Pumpkin)	ONLY Rp 465.000,- per paket

### Drinks

#### *Non Alcohol*

Thai Ice Tea	Rp 40.000,- per paket
Lemon Tea	Rp 30.000,- per paket
Thai Ice Coffe	Rp 40.000,- per paket
Black Coffe	Rp 30.000,- per paket
Soft Drink (Coca cola,Fanta,Sprite)	Rp 35.000,- per paket
Mineral Water	Rp 25.000,- per paket

#### *Alcohol*

Bir Bintang	Rp 70.000,- per paket
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\* 10 orang per paket

Table 1 :	Population Percentage by Monthly Percapita Consumption Classes, 2000-2001	
Monthly Percapita Consumption (Rp.)	2000	2001
-1	-2	-3
< 40.000	1,73	0,37
40.000 - 59.999	11,38	5,37
60.000 - 79.999	22,77	16,35
80.000 - 99.999	20,78	20,74
100.000 - 149.999	28,12	33,72
150.000 - 199.999	8,69	11,85
200.000 - 299.999	4,58	7,49
300.000 +	1,93	4,10
Total	100,00	100,00
Source : Soso-Economic National Survey, 2000 & 2001 (Preliminary Figures)		

Growth Rate of Gross Regional Domestic Product at Constant 1993 Market Prices, by Industrial Origin, 2000-2001 (Percent)		
Table 1	2000*)	2001**)
Industrial Origin	-2	-3
-1		
1. Agriculture, livestock, forestry, and Fishery	0.7	1.94
2. Mining and quarrying.	54.77	9.15
3. Manufacturing Industry	2.19	0.68
4. Electricity, Gas and Water Supply	12.38	10.29
5. Construction	-0.36	-0.88
6. Trade, Hotel and Restaurant	3.46	6.13
7. Transport and Communication	5.37	6.79
8. Financial, Ownership and Business Services	0.96	4.56
9. Services	1.99	2.5
Gross Regional Domestic Product	3.25	3.32
Note :		
*) Preliminary Figures		
**) Very Preliminary Figures		

Banyaknya Rumah Tangga menurut Kelompok Pendapatan  
sebulan dan Wilayah Pembantu Kotamadya  
Th. 1996

Kelompok Pendapatan 1	Surabaya Pusat 2	Surabaya Utara 3	Surabaya Timur 4	Surabaya Selatan 5	Surabaya Barat 6	Kotamadya Surabaya 7
<50000	-	-	404	207	-	612
50000-99999	1184	2324	2829	2693	687	9628
100000-149999	5326	2010	7273	3727	3434	231772
150000-199999	10849	8042	12122	9939	9788	50732
200000-249999	9468	9829	17173	14287	1099	61745
250000-299999	11244	15637	16163	18635	11677	73353
300000-349000	11638	15860	16365	21741	8414	74028
350000-399999	8087	8935	13335	14287	7212	51862
400000-449999	7693	9159	8284	11388	7212	43732
450000-499999	5523	8935	7071	8075	7212	34563
500000-549999	4340	7579	7071	6833	4980	30362
550000-599999	2170	6031	4647	5384	4465	21664
600000-649999	2170	2234	6263	4762	3434	17151
650000-699999	2170	2457	2222	3313	1717	12736
700000-749999	2367	447	3233	4969	2576	13764
750000-799999	2170	2010	2222	2692	2747	10297
800000-849999	1775	1787	1616	2278	1202	10542
850000-899999	1775	1340	1818	2278	3091	8243
900000-949999	1381	670	606	2485	1030	7028
950000-999999	1381	223	404	1656	1889	5037
>1000000	11835	4914	21820	13252	1374	62645
Jumlah	104544	110352	152944	154880	10818	621456

Banyaknya Rumah Tangga menurut Kelompok Pendapatan  
sebulan dan Wilayah Pembantu Kotamadya  
Th. 1997

Kelompok Pendapatan 1	Surabaya Pusat 2	Surabaya Utara 3	Surabaya Timur 4	Surabaya Selatan 5	Surabaya Barat 6	Kotamadya Surabaya 7
<50000	538	165	404	-	437	1544
50000-99999	1793	1778	1630	1287	1237	7725
100000-149999	3407	3805	6816	6105	5097	25230
150000-199999	6097	10233	9767	7009	6137	39243
200000-249999	9324	14558	9657	14209	10376	58124
250000-299999	10042	12776	16470	15195	11254	65737
300000-349000	8786	10499	17304	14414	113347	72350
350000-399999	9145	13218	9692	16823	8387	61667
400000-449999	6634	9106	9539	13135	6391	44958
450000-499999	6814	7861	6553	10891	5153	40258
500000-549999	5021	5169	6794	9633	5206	31582
550000-599999	4304	3793	6007	5448	3925	24264
600000-649999	4662	3847	5085	3126	3993	21635
650000-699999	2331	1223	6408	7952	2619	19210
700000-749999	3228	3016	2926	5653	3210	21515
750000-799999	2152	2270	3937	3137	1471	11956
800000-849999	1793	1208	2856	3592	1883	12413
850000-899999	1255	1302	3070	1256	1618	8287
900000-949999	1435	1501	23075	1934	1151	9191
950000-999999	11655	5640	3375	16101	8782	35576
>1000000	11755	1782	2875	1435	1547	65253
Jumlah	100416	112968	161084	156900	99656	631024