-------------------------------------------------------------------------------------------------------------------

# Competence Levels of Tradisional Restaurant Owners of Class at Anyer Beach and Carita Beach in Banten Province

## Maria Binur Fransiska Manalu[a*], Siti Amanah[b], Pang S Asngari[c], Basita Ginting[d]

[a]*Akademi Pariwisata Indonesia Jakarta Program Studi Perhotelan, Jl. Pahlawan Reolusi Gg. H. Ahmad R Jakarta Timur 13430, Indonesia*

[b,c,d]*Departement of Communication Science and Community Development, Faculty od Human Ecology, Bogor Agricultural University, Jl. Kamper Kampus IPB Bogor, 16650, Indonesia*

[a]*Email: maria.binur.fransiska.manalu12p@apps.ipb.ac.id*

## Abstract

The aim of this study was to analyze competence levels of traditional restaurant owners of class C (abbreviated into: PURMT/C) in supporting the tourism sector. This study was conducted in the regencies of Serang and Pangdeglang, Banten, from October 2015 to May 2016. The respondents were 178 traditional restaurant owners of class C which were selected from 321 PURMT/C. The data analysis used the Structure of Equation Model. The results showed that the level of culinary competence of PURMT/C in the business management supporting the tourism sector was categorized as moderate. The competence level of PURMT/C was directly influenced by Sapta Pesona and indirectly influenced by internal factors as well as driving factors. The internal factors included: formal education, experience in restaurant business, perception of PURMT/C toward customer's desires, and business motivation. The driving factors included: business location, restaurant decoration and food variety. The increase in positive Sapta Pesona supported by the internal factors as well as the driving factors contributed to the improvement of the culinary competence of PURMT/C in managing the restaurant business. In conclusion, Sapta Pesona should focus on the success of the traditional restaurants to support the tourism sector.

*Keywords:* competence; restaurant owners; traditional restaurants of class C.

------------------------------------------------------------------

* Corresponding author.

## 1. Introduction

Indonesia is becoming the most favorite culinary destination in the world [1]. This is quite possible considering Indonesian cuisine is so attractive that a great many people from different walks of life like it. Currently, it seems that culinary tourism is not a momentary phenomenon, but it has become the main attraction or even the purpose of a trip to a certain destination. The culinary sector has become one driving factor of the economy of Indonesia. In fact, in 2013, for example, this sector contributed a gross added value of Rp 208.6 trillion with an average growth of 4.5 percent in the period 2012-2013. The culinary sector also absorbed a workforce of 3.7 million people with an average growth of 0.26 percent. The business units created from the culinary sector reached 3.0 million with an average growth of 0.9 percent. Tourism can be a source of income for the community around the tourist area. They can provide what tourists need such as recreation, lodging, and eating places. Clearly, the culinary sector, in this case, greatly contributes to the success of the tourism destination [2]. Especially traditional restaurant owners of class C (abbreviated into: PURMT/C), they certainly have the potential to run their business profitably. However, that is not the case with the traditional restaurants of class C in Serang Regency and Pandeglang Regency. Many of them were not successful. Some owners even had to close down their eating places. Referring to the results of the research by Manalu [3] on PURMT/C in East Jakarta's tourist destination, they paid less attention to competence in food processing which includes such aspects as cleanliness, comfort, service, and food health and safety. Therefore, most tourists were not interested in buying food and beverages in the traditional class-C restaurants. Keeping this in mind, there should be real efforts from the local government and related agencies like the tourism office and culinary institutions to help them out by providing a coaching and counseling, for instance. Actually, traditional class-C restaurants can serve as a source of income for households. Unfortunately, in general, the management of the restaurants are still far from optimal. To manage traditional class-C restaurants optimally and sustainably, PURMT / C require sufficient competence. Competence is a combination of knowledge, attitudes and skills that a person needs in carrying out his work [4,5]. Parry [6] defines competence as a collection of knowledge, skills and attitudes that relate to one another and affect most of a person's work, which correlates with performance. Competence can be developed through non-formal education such as extension activities. The competence of PURMT / C still lacks and needs to be given training that includes: (1) the process of storing foodstuffs; (2) the processing preparation; (3) food processing and serving; and (4) communication with tourists, which is often overlooked by PURMT / C. In short, a good restaurant management must pay attention to the process of processing preparation, food processing and serving clean and healthy food [7]. Finally, the competence of PURMT / C should continue to be developed along with the growing needs of tourists for healthy food as well as safe food. This study aimed to analyze the competence levels of PURMT / C in order to support the tourism sector and examine the factors that affect the culinary competence of restaurant business owners in the management of their restaurant businesses.

## 2. Research Methods

The research was conducted using a quantitative approach. The field data were collected from October 2015 to May 2016 in two coastal tourist sites of Anyer Beach and Carita Beach, Banten. The study population was 321 units of PURMT / C with 178 PURMT / C unit samples (58 restaurants in Serang and 120 restaurants in Pandeglang). The respondents were randomly determined proportional to the Slovin method (with a 5% error

rate). The data were collected using questionnaires, interviews and observations on the providers of culinary tourism services by PURMT / C. Interviews with resource persons were conducted with the staff of the Tourism Offices of Banten Province and the Tourism Offices of Serang and Pandeglang. The data were processed using the Structural Equation Model (SEM) analysis. The independent variables were the internal factor (X1), the driving factor (X2) and the supporting factor (X3), whereas the dependent variables were Culinary Competence (Y1) and Business Success (Y2). The research hypothesis was the internal factors, driving factors, and supporting factors influenced PURMT / C competencies in the two coastal tourist areas of Anyer Beach and Carita Beach, Banten.

## 3. Results and Discussin

### 3.1 Internal Factors of PURMT/C

Based on age composition, in the Anyer Beach area there were 58 people (28-35 years) (Table 1) in the low category who belonged to the productive age, and in the Carita Beach area there were 28 people (36-43 years) in the medium category who belonged to the productive age, in line with the working age limit of 15-64 years. [8] This indicated that productive women were interested in running traditional class-C restaurants, especially because it could be relied on as a source of income without abandoning domestic work.

**Table 1:** Internal Factors of PURMT / C in the Two Coastal Areas of Anyer Beach and Carita beach in Banten

| No | Variable | Category | Serang | | Pandeglang | | Total |
|---|---|---|---|---|---|---|---|
| | | | Number | % | Number | % | |
| 1. | Age (year) | Low (28-35) | 58 | 48.3 | 26 | 44.8 | 84 |
| | | Medium (36-43) | 50 | 41.7 | 28 | 48.3 | 78 |
| | | High (44-51) | 11 | 9.2 | 3 | 5.2 | 14 |
| | | Very High (52-59) | 1 | 0.8 | 1 | 1.7 | 2 |
| | | Average | 1.63 | | 1.64 | | |
| 2. | Experience Restaurant (year) | Low 1–3 | 3 | 2.5 | 5 | 8.6 | 8 |
| | | Medium 4–6 | 49 | 40.8 | 22 | 37.9 | 71 |
| | | High 7-9 | 45 | 37.5 | 24 | 41.4 | 69 |
| | | Very High 10-12 | 23 | 19.2 | 7 | 12.1 | 30 |
| | | Average | 2.73 | | 2.57 | | |
| 3. | Number of Family Members (person) | Low 1-2 | 0 | 0 | 0 | 0 | 0 |
| | | Medium 3-4 | 0 | 0 | 0 | 0 | 0 |
| | | High 5-6 | 20 | 16.7 | 22 | 37.9 | 42 |
| | | Very High 7-8 | 100 | 83.3 | 36 | 62.1 | 136 |
| | | Average | 3.83 | | 3.62 | | |
| 4. | Perception of PURMT/C on Customers' Wants (Score) | Low 3–5 | 0 | 0 | 0 | 0 | 0 |
| | | Medium 6–8 | 0 | 0 | 0 | 0 | 0 |
| | | High 9–10 | 56 | 46.7 | 33 | 56.9 | 89 |
| | | Very High 11-12 | 64 | 53.3 | 25 | 43.1 | 89 |
| | | Average | 3.53 | | 3.43 | | |

The experience of PURMT / C in the Anyer Beach area in running a restaurant business was in the category of moderate but in the Carita Beach area in the category of high. This showed that the length of experience in

running a restaurant business provided benefits in business development.

The number of family members influenced the composition of family income and expenses. Family members in the household were the sources of labor for the family [9], the number of family members contributed to the process of food processing to support the culinary competence (competence reference was successful with the number of members). The number of family members was in a very high category. The average number of family members was more than seven people. The number of dependents in the household would affect production [10]. In this study, however, the number of family members that was many, unless they were all in productive ages, did not support the production process in the restaurant. In facing a competition among restaurants, each PURMT / C should be able to win the competition by producing the best products in line with consumer's ever-changing tastes both in food and servives [11]. This behavior can be learned by analyzing tourist's tastes in traditional class-C restaurants related to kinds of food and services. With this knowledge, it will be clear the strengths, weaknesses, opportunities or threats of a restaurant as far as the food and services are concerned. The perception of PURMT / C toward the desires of tourists in the Anyer Beach area was in the high category and in a very high category in the Carita Beach area. It means that PURMT / C had tried to increase the satisfaction of tourists through food service that tourists expect. The perception of PURMT / C only existed in their minds and was not translated into the act of serving tourists. The desire of PURMT / C to meet the needs of tourists lacked the implementation since there was not enough mentoring from the government, and these conditions were found in two locations: (1) the entarnce ticket was expensive; (2) there were no menu cards for tourists to choose foods and beverages from; (3) the security and comfort during mealtime were not good, for example, the presence of wild street singers; and (4) the attitude of the restaurant staff was less friendly to tourists. The perception of PURMT / C to the desire of tourists was not optimal ie the services provided were still lacking. Amrullah's research found that the customer's desires for a restaurant were (1) food menu; (2) halal status; (3) nutritional content; and (4) hospitality and courtesy of the service [12]. To assure customer satisfaction, the the employees should be friendly in serving customers and delivering the information appropriately and clearly so as to facilitate the customers to gain knowledge about the products offered [13]. The culinary business has a very good prospect, but it is also very vulnerable, especially in the matter of taste consistency, quality control and service, so the PURMT / C require a strong understanding of the restaurant business, particularly with regard to product, service quality, administration and supervision [14]. For that, the PURMT / C should pay attention to the desires of tourists for the success of their restaurant business.

### 3.2 Business Location, Restaurant Decoration and Variety of Food

The accuracy of site selection is one of the factors considered by a businessman before opening his business. A good location often determines the level of business success. The PURMT / C had their restaurants 1100 - 1500 meters from Anyer Beach and Carita Beach (Table 2). In fact, the restaurant business was run at their own home away from the tourist areas. In general, the restaurant decoration was in the high category.

They used such decorations as photos, simple paintings, vases and tablecloths. However, in term of arrangement and cleanliness, it needs serious improvement to make sure that everything is well-organized and the reastaurant is free from dust. Decorations play an important role in communicating the image of a restaurant and creating a

feeling of joy, including giving the overall aesthetic impression of a restaurant which may affect consumers on making repeat purchases [15]. Menu variations are also important so that guests can order food and drinks according to their taste [16]. The diversity of products in terms of the menu completeness ranging from taste, size, and quality, and the food availability can become an competitive advantage [17].

**Table 2:** Driving Factors of PURMT/C in the Two Coastal Areas of Anyer and Carita in Banten

| No | Variable | Category | Serang | | Pandeglang | | Total |
|----|----------|----------|--------|---|------------|---|-------|
| | | | Number | % | Number | % | |
| 1. | Business Location (meter) | 100-500 | 0 | 0 | 0 | 0 | 0 |
| | | 600-1000 | 14 | 11.7 | 17 | 29.3 | 31 |
| | | 1100-1500 | 82 | 68.3 | 34 | 58.6 | 116 |
| | | 1600-20000 | 24 | 20.0 | 7 | 12.1 | 31 |
| | Average | | 3.08 | | 2.83 | | |
| 2. | Restaurant Decoration (number) | 1-3 (low) | 4 | 3.3 | 0 | 0 | 1 |
| | | 4-6 (medium) | 46 | 38.3 | 21 | 36.2 | 67 |
| | | 7-9 (high) | 59 | 49.2 | 30 | 51.7 | 89 |
| | | 10-12(very high) | 11 | 9.2 | 7 | 12.1 | 18 |
| | Average | | 2.64 | | 2.76 | | |
| 3. | Food Variety (number) | 1-3 (low) | 5 | 4.2 | 3 | 5.2 | 8 |
| | | 4-6 (medium) | 29 | 24.2 | 12 | 20.7 | 41 |
| | | 7-9 (high) | 64 | 53.3 | 33 | 56.9 | 97 |
| | | 10-12 (very high) | 22 | 18.3 | 10 | 17.2 | 32 |
| | Average | | 2.86 | | 2.86 | | |

Table 2 shows that not all PURMT / C have listed their menus and food prices to facilitate travelers in choosing food, and menus can be a promotional form to introduce the kinds of food sold.

### 3.3  Government's Support, Organizational Support and Sapta Pesona

Government's support and organizational support in physical and non-physical forms were not felt by PURMT / C, because PURMT / C did not register their business permit, so that the Office of Tourism and Culture of Banten Province and the Office of Tourism and Culture of Serang Regency and Pandeglang Regency did not give any attention and support in any form. The support from the Government is urgently needed by PURMT / C (Table 3) for the sustainability of their restaurant business. This study found that 99.4 percent of PURMT / C did not follow culinary counseling from the government that became one of the causes of their low culinary competence, compared to 1.1 percent of PURMT / C which had followed culinary counseling as can be seen from their restaurants which had better decoration, arrangement, cleanliness, hospitality to the customers and communication with the surrounding community. These findings proved that culinary counseling is very necessary to develop the sustainability of traditional class-C restaurants. Based on field observation, PURMT / C did not always implement the elements of Sapta Pesona (safe, orderly, clean, cool, beautiful, friendly and memories) where they must create a beautiful and fascinating atmosphere anywhere and anytime. The conditions and atmosphere which are nice and comfortable will make tourists feel at home and want to stay longer.

If they feel satisfied with their visit and have beautiful memories, the tourists will come back again someday. However, PURMT / C had never gained knowledge of the Sapta Pesona from the government, organizations, or related parties; that's why, some of the Sapta Peona aspects had not yet been fully implemented. The traditional restaurants were sometimes found (1) using and serving unhygienic eating and drinking utensils such as spoons, forks, and dishes; (2) appearing in clothes which looked less clean and less tidy with unpleasant odor; (3) having less communication with customers although most customers usually expect that the restaurant staff are polite, helpful, and friendly. This friendly attitude is an attraction for tourists; and (4) the expensive ticket to the beach areas can create an "I-don't-want-to-come-back-again" attitude in the minds of the visitors of Anyer Beach and Carita Beach, which automatically would bring a bad impact to the success of traditional class-C restaurants.

**Table 3:** Supporting Factors of PURMT / C in the Two Areas of Anyer and Carita in Banten

| No | Variable | Category | Serang | | Pandeglang | | Total |
|---|---|---|---|---|---|---|---|
| | | | Number | % | Number | % | |
| 1. | Sapta Pesona | Low | 2 | 1.7 | 0 | 0 | 2 |
| | | Medium | 56 | 46.7 | 35 | 60.3 | 91 |
| | | High | 61 | 50.8 | 23 | 39.7 | 84 |
| | Average | Very High | 1 | 0.8 | 0 | 0 | 1 |
| | | | 2.51 | | 2.40 | | |
| 2 | Government Support | Low | 0 | 0 | 0 | 0 | 0 |
| | | Medium | 54 | 45.0 | 23 | 39.7 | 77 |
| | | High | 56 | 46.7 | 24 | 41.4 | 80 |
| | Average | Very High | 10 | 8.3 | 11 | 19.0 | 21 |
| | | | 2.63 | | 2.79 | | |

### 3.4 Culinary Competency of Traditional Restaurant Business Owners of Class C

Competence is urgently needed to deal with rapid business changes [18] and competence must always be maintained and enhanced [19].

The analysis results indicated that the culinary competence level of PURMT / C was in the high category (Table 4), and this situation showed that the management of the restaurant business was based on the knowledge of management which was passed down from generation to generation and which was felt to have been good because it had been favored by the visitors.

The data suggested that the visitors buying the food were factory employees, young people, and the surrounding community, who they did not really pay attention to the beauty of the restaurant, menu variety, hospitality and good service. In this case, the competencies were temporarily sufficient and did not need to be further developed. While the desires of tourists visiting the coastal tourist areas are quite different. They want to enjoy typical food of Banten area which is clean, healthy and orderly with interesting decorations and more varied menus. In addition, the food display should be nice and the menu card should be completed with price lists, and the atmosphere should be friendly, comfortable and safe.

The competencies of PURMT / C should continuously be improved to face a tight competition in the free

market today.  For this purpose, good-quality human resources, namely those who have the ability and skills and master information, science and technology, are quite necessary. Although the real qualification of a succesful restaurant owner is not that high, what really counts is the application of relevant knowledge, experience, and technology.

**Table 4:** Competencies of PURMT / C in the Two Areas of Anyer and Carita in Banten

| No | Variable | Category | Serang | | Pandeglang | | Total |
|----|----------|----------|--------|---|------------|---|-------|
| | | | Number | % | Number | % | |
| 1. | Personal Competencyl | Low | 0 | 0 | 0 | 0 | 0 |
| | | Medium | 30 | 25.0 | 18 | 31.0 | 48 |
| | | High | 55 | 45.8 | 23 | 39.7 | 78 |
| | | Very High | 35 | 29.2 | 17 | 29.3 | 52 |
| | | Average | 3.04 | | 2.98 | | 178 |
| 2. | Professional Competency | Low | 0 | 0 | 0 | 0 | 0 |
| | | Medium | 52 | 43.3 | 22 | 37.9 | 74 |
| | | High | 51 | 42.5 | 31 | 53.4 | 82 |
| | | Very High | 17 | 14.2 | 5 | 8.6 | 22 |
| | | Average | 2.71 | | 2.71 | | 178 |
| 3. | Social Competency | Low | 0 | 0 | 0 | 0 | 0 |
| | | Medium | 41 | 34.2 | 15 | 25.9 | 56 |
| | | High | 61 | 50.8 | 39 | 67.2 | 100 |
| | | Very High | 18 | 15.0 | 4 | 6.9 | 22 |
| | | Average | 2.81 | | 2.81 | | 178 |

An entrepreneur needs to master relevant competencies to meet current challenges and assure a bright  future [20]. This study found that there were differences in personal competence, professional competence and social competence.  The culinary competencies that must be owned by PURMTK / C in terms of: (1) personal competence includes the ability in menu planning and food selection ability; (2) professional competence includes the ability to prepare food and use safe materials, do food processing, and serve food; and (3) social competence includes the ability to communicate / interact with customers and the surrounding community. The most important thing to communicate with customers must be a two-way communication to make sure customers get the service they desire. This communication becomes a tool for improving the quality of food served and services provided to customers.

### 3.5 Factors Affecting PURMT / C Competencies in the Regions of Anyer Beach Area and Carita Beach in Banten Province

In the initial hypothesis, the success of traditional class-C restaurant business in Serang Regency and Pandeglang Regency of Banten Province was allegedly influenced by internal factors (X1), driving factors (X2), supporting factors (X3) and culinary competence (Y1). After the re-specification of the model as in Figure 1, it turned out that not all the factors affected the culinary competence and the success of traditional class-C restaurant business.

The internal factors and supporting factors were very significant in increasing the culinary competence of

PURMT / C, particulaly those related to the roles of the government support and Sapta Pesona. The higher the the factors, the higher the culinary competencies of PURMT / C to support tourism. The results of observation and interviews showed that: (1) understanding the concept of Sapta Pesona plays an important role in the development of tourism in Anyer Beach and Carita Beach, and the PURMT / C had not realized the concept of Sapta Pesona. Sapta Pesona is a condition that must be realized in order to attract tourists to visit an interesting area in our country. Sapta Pesona consists of seven elements: safe, orderly, clean, cool, beautiful, hospitality and memories. We must create a beautiful and fascinating atmosphere, anywhere and anytime, especially in places visited by many tourists and at the time of serving tourists. Therefore, the supports of government and tourism organizations for understanding and application of Sapta Pesona are badly needed. This is supported by Amirullah [21] when stating that in order to increase the knowledge or understanding of the community about the program of Sapta Pesona, the government plays its crucial role through tourism counseling. Tourism extension activities were never felt by PURMT / C for the development of restaurant business, where tourism counseling should be conducted with the aim of providing the awareness of the community about aspects supporting the development of tourism, such as tourism awareness program (dervish) in the points of Sapta Pesona, but it can not be categorized as counseling that empowers the restaurant owners [22]; and (2) the government support for the development of the culinary business in coastal tourism areas is very necessary in the form of tourism extension and counseling.



Chi-Square=45.64, df=23, P-value=0.00331, RMSEA=0.075
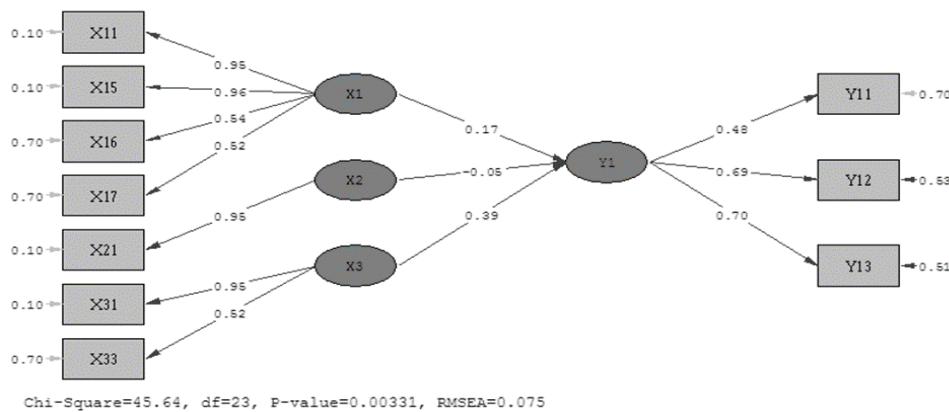
Description:

| **X1 : Internal Factor** | X2.3 : Food Variety |
|---|---|
| X1.1 : Age | **X3: Supporting Factor** |
| X1.3 : Formal Education | X3.1 : Sapta Pesona |
| X1.5 : Business Experience | X3.2 : Government Support |
| X1.6 : Number of Family Members | **Y1 Culinary Competency** |
| X1.7 : Perception of PURMT/C Customers' wants | Y1.1 : Personal Competency |
| **X2 Driving Factor** | Y1.2 : Professional Competency |
| X2.1 : Business Location | Y1.3 : Social Competency |
| X2.2 : Restaurant Decoration | |

**Figure 1:** Line Diagram of Effective Culinary Extension Strategy Model to Improve the Competencies of PURMT / C

The general model of the regression equation of the factors affecting culinary competencies to the success of the restaurant business supports the tourism as described below:

$$Y1 = 0.17*X1 - 0.047*X2 + 0.39*X3, \text{Errorvar.}= 0.82, R^2 = 0.18$$

This equation showed that internal factors, driving factors, and supporting factors simultaneously have a significant effect on the culinary competence in the success of restaurant business. In addition to the influence of these three factors, there are still other factors that affect the culinary competence in the success of the restaurant business outside the model.

## 4. Conclusion and suggestion

(1) The levels of personal culinary competence and social culinary competence in increasing tourism in the coastal areas of Serang and Pandeglang regencies were categorized as high. The culinary competence that was still in the medium category was professional culinary competence. Therefore, the government support through tourism extension activities is very necessary.

(2) The factors affecting culinary competence were internal factors and supporting factors. The indicators of internal factors were age ($\lambda = 0.95$), experience in restaurant business ($\lambda = 0.96$), number of family members ($\lambda = 0.54$) and perception of PUTMT / C toward customers' wants ($\lambda = 0.52$); and the indicators of supporting factors were Sapta Pesona (0.96) and government support (0.52) .

## References

[1] Website, http://www.antaranews.com/berita/468872/menpar-indonesia-menuju-destinasi-wisata-kuliner-terfavorit, last date accessed 1\7\2017.

[2] Steinmetz, Rose. 2010. Food Tourism and Destination Differentiation: The Case of Rotorua. New Zealand: Auckland University.

[3] Maria Binur Fransiska Manalu 2008. Kompetensi Pemilik Rumah Makan Tradisional Kelas C dalam Pengolahan dan Penyajian Makanan d Daerah Tujuan Wisata Jakarta Timur. Majalah Ilmiah Panorama Nusantara, edisi V, Juli - Desember 2008.

[4] Boyatzis RE. 1984. The Competent Manager: A Model for Effective Performance. New York: Jihn Willy & Sons.

[5] Spencer ML, Spencer MS. 1993. Competence at work: Models for Superrior Performance. John Willy & Sons, Inc. New York, USA

[6] Sumardjo, 2008. "Perlukah Standarisasi Kompetensi." Makalah disajikan dalam Seminar Pemberdayaan

Masyarakat Fakultas Ekologi Manusia IPB, 7 Juli 2008.

[7] Syuhri Syahrizal dan Emmita Devi Hari Putri 2014.    Usaha Pengelolaan Makanan        Untuk Meningkatkan Kualitas Makanan di Warung Makan Ulegfood  Bantul.   Jurnal Khasanah Ilmu Vol. V No. 1 Maret 2014.

[8] Rusli S. 1995. Pengantar Kependudukan. Jakarta: Universitas Indonesia Press.

[9] Ester D, 2011. Profil Wanita Tani Pengolahan Sagu Sebagai Penafkah Tambahan Dalam Rumah Tangga (Studi K asus Pada Usaha Rumahtangga Pangan Sagu di Desa Mamala, Kecamatan Leihitu, K abupaten Maluku Tengah). Jurnal Budidaya Pertanian. Olime 7, nomor 1, Juli 2011 ISSN 1858-4322.

[10] Sahara, D, dkk (2004) Tingkat Pendapatan Petani Terhadap Komoditas Unggulan Perkebunan Sulawesi        Tenggara.        BPTP        Sulawesi        Utara. http://ejournal.unud.ac.id/abstrak/(10)%20socadewi%20sahara,%20z%20abidin%20dan%20dahya.doc.

[11] Kotler, Philip, 2002 Manajemen Pemasaran, Edisi Milenium Jilid 1 Prebalindo: Jakarta

[12] Amirullah, 2016. Penerapan Sapta Pesona Di pantai Polewali Kabupaten Poliwali Mandar Provinsi Sulawesi Barat. Politeknik Pariwisata Makassar Pusat Penelitian dan Pengabdian Pada Masyarakat ISSN 1979 - 7168 15, Jurnal Kepariwisataan, Volume 10, No. 02 Agustus 2016, Halaman 15-27.

[13] Istianto, John Hendra dan Maria Josephine Tyra. 2011. Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Rumah Makan Ketty Resto. Palembang. Jurnal Ekonomi dan Informasi Akuntansi, 1(3), h: 275- 293.

[14] Sari, A.I, 2012. Tingkat Kepuasan Konsumen pada Mutu Pelayanan Rumah Makan (Studi pada RM Jawa Deli, RM Putri Minang dan RM Tak Bernama di Kampung Susuk, Kampus USU Medan).  Jurnal Keuangan dan Bisnis 2012, 4 (2): 148-159.

[15] Hawkins, D, Mothersbaugh, D, & Best, R (2007). Consumer Behavior: Building Marketing Strategy. New York City: McGraw-Hill.

[16] Hesty Woro Yusnita dan Atun Yulianto 2013. Upaya Food dan Beverage Restaurant dalam Meningkatkan Kepuasan Tamu Melalui ariasi Product. Vol 4, No 1 (2013) Jurnal Khasanah Ilmu Maret 2013.

[17] Muhammad Ryan Darmawan & Ari Pradhanawati 2016. Analisis Lokasi, Keragaman Produk, Kualitas Pelayanan dan Keputusan Pembelian Pada Usaha Kecil Rumah Makan Padang di Kota Semarang. Jurnal Ilmu Administrasi Bisnis Volume 5, Nomor 3, Tahun 2016 page. 136-145 Administrasi Bisnis Fakultas Ilmu Sosial & Ilmu Politik Universitas Diponegoro.

[18] Ahmad Azmy, 2015. Pengembangan Kompetensi Sumber Daya Manusia Untuk Mencapai Career

Ready Profesional Di Universitas Tantri Abeng, Jurnal Binus Business Review Vol. 6 No. 2 Agustus 2015: 220-232

[19] Muhammad Riandy Arsin Siregar, 2015. Kompetensi Yang Harus Di Miliki Seorang Pustakawan (Pengelola Perpustakaan). Jurnal Iqra' Volume 09 No.02 Oktober, 2015 211.

[20] Widya Ika Eravia 2015, Analisis Kualitas Pelayanan Terhadap Kepuasan Konsumen di Restoran Jepang Saboten Shokudo Malang, Jurnal Univ Brawijaya Malang.

[21] Amirullah, 2016. Penerapan Sapta Pesona Di pantai Polewali Kabupaten Poliwali Mandar Provinsi Sulawesi Barat. Politeknik Pariwisata Makassar Pusat Penelitian dan Pengabdian Pada Masyarakat ISSN 1979 - 7168 15, Jurnal Kepariwisataan, Volume 10, No. 02 Agustus 2016, Halaman 15-27.

[22] Ayat Taufik Arevin 2014. The Empowerment Model of Coastal Homestay Business Owners in Five Strategic Areas of National Tourism. International Journal of Administrative Science & Organization, Bisnis & Birokrosi. Jurnal Ilmu Administrasi dan Organisasi Volume 21 Number 1