

Profit of Traditional Food Stall Traders in Facing Modern Restaurants in the Perspective of Service

Mujayanah, Rahmat Agus Santoso
Management Study Program, Faculty of Economics and Business
University of Muhammadiyah Gresik, East Java, Indonesia,
mujayanah771@gmail.com

Received: June 16, 2022

Accepted: June 22, 2022

Published: June 30, 2022

Abstract

Traditional food stall traders in Cerme District experienced a decrease in profit due to the existence of Modern Restaurant. Traditional food stall traders still survive in the face of competition problems with modern restaurants. This study aims to determine the profit of traditional food stalls facing modern restaurants in the perspective of service quality. By collecting data from 5 informants and 1 key informant as the initial opening of the research to find more accurate results. The presentation of the data was carried out using the interactive model of Miles and Huberman (1984), namely data collection, data reduction, data display and verification. The results of the data analysis of the traditional food stall traders survive in the face of modern restaurants and still earn profits by implementing service quality through the perspective of tangible, reliability, responsiveness, assurance and empathy. The results of the research on the profits of traditional food stall traders in dealing with modern restaurants in a service perspective are Tangible: Cleanliness and tidiness of traditional food stalls, Reliability: Speed and accuracy, Responsiveness: Facilities and inventory of goods, Assurance: Maintaining ethics, polite and patient language, Empathy: Buyer's request.

Keywords: *Profit; Traditional Food Stalls; Modern Restaurant; Service Quality Perspective*

Introduction

Over time, the business in the food sector is growing rapidly throughout Indonesia, especially in the Cerme District area. Traditional food stalls are simple places to eat that are designed in a traditional style that provide traditional food menus. According to Marwati (2000:112), traditional food refers to general human food that is passed down from generation to generation, either as a staple food, side dish, or special. A modern restaurant is a place to eat that will compete with the existence of traditional food stalls due to changes in people's lifestyles that are increasingly modern and incomplete facilities in traditional food stalls. The existence of modern restaurants makes some of the surrounding communities who are in the upper classes make the perception that modern restaurants can make people eat comfortably in accordance with the facilities provided in modern restaurants. On the other hand, some middle class people also have the perception that the existence of modern restaurants can harm traditional food stalls around the location of modern restaurants.

In Cerme District, there is a lot of business competition in the food sector due to its close location between traditional food stalls and modern restaurants. The phenomenon that occurs in Cerme District regarding the competition between traditional food stall traders and modern restaurants, there is a gap, where traditional food stall traders persist in facing the problem of competition with modern restaurants which will have an impact on the profits of traditional food stall traders. According to the results of an interview with one of the owners of traditional food stalls, he explained that the initial sales of his business were quite good. The profits obtained can already return the initial capital of their business. The profit earned by traders ranges from 40%-50%, but the profits for now faced with modern restaurants are decreasing. The current profit is around Rp. 5,000,000. Strategies to respond to competition carried out by traditional food stall traders include price games and service improvements.

Table 1. Profit before and after the existence of modern restaurants

No.	Traditional food stalls	Profit	
		Before the existence of modern restaurants	After the existence of a modern restaurant
1.	Warung Cak Sahli	IDR 5.500.000,-	IDR 5.000.000,-
2.	Delicious food stall roso	IDR 3.400.000,-	IDR 3.000.000,-
3.	Sambel food stalls	IDR 4.700.000,-	IDR 4.000.000,-
4.	Food stall bu kasiati	IDR 4.000.000,-	IDR 4.000.000,-
5.	Food stalls grace	IDR 4.000.000,-	IDR 3.500.000,-
6.	Food stalls mbak sri	IDR 4.300.000,-	IDR 4.000.000,-

Source : Processed Researchers, 2021

Thus, it can be proven that traditional food stall traders still make a profit because customers from traditional food stalls come from all walks of life. Traditional food stall traders sell with the minimal capital they have. According to Kotler (2019), defining service quality is a form of consumer assessment of the level of service received with the level of service expected. The existence of service quality that can satisfy customers can make customers believe and commit to the business, so that customers will return to buy the business that is being run. According to Kotler in Candy (2016), argues that there are 5 factors that determine the quality of service including: Tangible, Reliability, Responsiveness, Assurance, and Empathy. The increasing number of modern restaurants can pose a threat to traditional food stall traders regarding the profits they get. So the author conducted a study entitled "The Profit of Traditional Food Stall Traders in Cerme District in Facing Modern Restaurants in the Perspective of Service Quality"

Method

This research is a qualitative research which is a researcher's effort to collect data based on a natural setting. Of course, because it is natural or natural, the results of the study are also scientific and can be held accountable. Qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other quantification methods (Moleong 2017:6). The implementation of this research was carried out for one month starting from August 2021 to September 2021 which was carried out in traditional food stalls and modern restaurants in Cerme District. This research was conducted by means of observation and interviews with traditional food stall traders in Cerme District. Informants in this study have been determined with the Snowball model, because this informant has more than one informant. The researcher chose 6 informants who represented traditional food stall traders in Cerme District. From the 6 informants, the researcher got enough data needed by the researcher.

Results and Discussion

The following are the results of research on the profits of traditional food stall traders in dealing with modern restaurants in a service perspective, including:

1. Tangible: Cleanliness & Tidiness of Traditional Food Stalls.
2. Reliability: Speed and Accuracy.
3. Responsiveness: Facilities, Inventory of goods.
4. Assurance: Maintain ethics, polite language, patient.
5. Empathy: Buyer's request.

Based on the results of research conducted by researchers, profits from traditional food stalls by paying attention to the tangible perspective through the environment of traditional food stalls are caused by the cleanliness of the stalls and paying attention to the neatness of the stalls. Traditional food stalls are cleaned at all times from morning to night between trading times to avoid the accumulation of dust and unpleasant odors. Neatness of merchandise is also considered to make it easier to find the items you need. Where with the cleanliness and tidiness of this traditional food stall, it is to make a profit and make profits increase so that it is not easily rivaled by modern restaurants and can meet the living needs of traditional food stall traders.

The profit gain of traditional food stall traders by paying attention to the assurance perspective through customer trust and attitude is caused by traders checking goods, providing stable prices, polite in communicating. So that with the attitude of traditional food stall traders who make customers believe and return to buy their business that makes traditional food stall traders make a profit and can meet their living needs. The profit gain of traditional food stall traders by paying attention to the perspective of empathy through closeness and humanity is caused by rebuking greetings when in traditional food stalls and when meeting outside traditional food stalls and

always being friendly to visitors to traditional food stalls. So that with the closeness and humanity of these traditional food stall traders, they can make a profit and can meet the needs of life and the sustainability of the traditional food stall business that they are running.

Conclusion

Based on the results of the study it can be concluded that:

1. Profits from traditional food stalls by paying attention to the tangible perspective through traditional food stalls are caused by the cleanliness of the stalls and paying attention to the neatness of the stalls.
2. Profits from traditional food stalls by taking into account the perspective of reliability through the capabilities given to their customers due to the application of services to buyers must be thorough and fast.
3. Profits from traditional food stalls by paying attention to the responsiveness perspective through a sense of caring are caused by informing customers about product comparisons, from prices, benefits, uses of similar products and speed of service.
4. Profits from traditional food stall traders by paying attention to the assurance dimension through customer trust and attitude are caused by traders checking goods, providing stable prices, polite in communicating.
5. Profits from traditional food stall traders by paying attention to the dimensions of empathy through closeness and humanity are caused by admonishing greetings when at traditional food stalls and when meeting outside traditional food stalls and always being friendly to visitors to traditional food stalls.

References

- Abdullah, T., dan Tantri, F. (2019). *Manajemen Pemasaran*. Depok: PT Raja Grafindo Persada.
- Agustin, Wanda Sri. (2020). *Strategi Toko Klontong untuk Memperoleh Laba dalam Perspektif Lingkungan dan Pelayanan (Studi pada Toko Klontong Desa Ngembung-Cerme-Gresik*. Undergraduate thesis, Universitas Muhammadiyah Gresik.
- Aprilya, Viona. 2013. Pengaruh Dimensi Kualitas Pelayanan Terhadap Kepuasan Pelanggan J.CO Cabang Padang. *Jurnal Manajemen*, Vol.2, h. 1-9, <https://adoc.pub/pengaruh-dimensi-kualitas-pelayanan-terhadap-kepuasan-pelang.html>
- Atik dan ratminto. (2013). *Manajemen Pelayanan, disertai dengan pengembangan model konseptual, penerapan citizen's charter dan standar pelayanan minimal*. Yogyakarta: Pustaka Pelajar.
- Dewi, Meutia. 2016. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien Pengguna BPJS pada Rumah Sakit Rehabilitasi Medik Kabupaten Aceh Timur. *Jurnal Manajemen Dan Keuangan*, Vol.5, h. 535-544, <https://ejournalunsam.id/index.php/jmk/article/view/79>
- Fardiaz, D. (1998). *Peluang, Kendala dan Strategi Pengembangan Makanan Tradisional, dalam Kumpulan Ringkasan Makalah Seminar Nasional Makanan Tradisional: Meningkatkan Citra dan Mengembangkan Industri Makanan Tradisional Indonesia*. Pusat Kajian Makanan Tradisional (PMKT), Lembaga Penelitian Institut Pertanian Bogor-Pusat Antar Universitas dan Gizi IPB, Bogor.
- Hermawan, Wawan., Budiman, Dedi., Hutagao, Parulian. 2016. Pengaruh Kepuasan Masyarakat Terhadap Kualitas Pelayanan Dalam Pendaftaran Tanah Pertama Kali Pada Kantor Pertanahan Kabupaten Bogor. *Jur. Ilm. Kel. & Kons*, Vol. 9, h. 65-75, <https://www.researchgate.net/publication/314719028>
- Indrawati, Aniek. 2011. Pengaruh Kualitas Layanan Lembaga Pendidikan terhadap Kepuasan Konsumen. *Jurnal Simplex Volume 2, Nomor 1, April 2019* 49 Kepuasan Konsumen. *Jurnal Ekonomi Bisnis*, Vol.16, h.25-35, <https://fe.ummetro.ac.id/ejournal/index.php/JS/article/download/330/223>
- Khusnul, L. dan, & Ugie, Y. (2018). *Pelayanan Restoran Dalam Menciptakan Kepuasan Pelanggan*. Retrieved from <https://osf.io/ky6dd5/>
- Kotler, P., Kartajaya, H., Setiawan, I. (2019). *Marketing 4.0 Bergerak dari Tradisional ke Digital*. Jakarta: PT Gramedia Pustaka Utama.
- Kotler dan Keller. (2016). *Manajemen Pemasaran*. Jilid 1. Edisi ke 13. Jakarta: Erlangga.
- Marwanti. (2000). *Pengetahuan Masakan Indonesia*. Adicita Karya Nusa, Yogyakarta.
- Mastuti, Dian Nur. 2013. Pengaruh Dimensi Kualitas Pelayanan Terhadap Kepuasan Mahasiswa. *Jurnal Ilmiah Go Infotech*, Vol.19, h. 40-49, <https://fe.ummetro.ac.id/ejournal/index.php/JS/article/view/330>
- Moleong, Lexy J. (2017). *Metode Penelitian Kualitatif, cetakan ke-36*. Bandung: PT. Remaja Rosdakarya Offset.
- Musqari, Nurul dan Huda, Nurul. 2018. Pengaruh Kualitas Layanan terhadap Loyalitas Melalui Variabel Kepuasan pada Lembaga Amil Zakat (Studi pada Baituzzakah Pertamina Kantor Pusat). *Perisai*, Vol. 2, h. 34-53, <http://ojs.umsida.ac.id/index.php/perisai/article/view/1469>
- Pawestriningtyas, Nining Catur., Suharyono., Suyadi Iman 2016. Pengaruh Kualitas Pelayanan Jasa Terhadap Kepuasan Nasabah (Survei Pada Nasabah Perum Pegadaian Kantor Cabang Syariah Tlogomas Malang).

- Jurnal Administrasi Bisnis*, Vol. 32, h.39-46, <https://media.neliti.com/media/publications/86730-ID-pengaruh-kualitas-pelayanan-jasa-terhada.pdf>
- Prakoso, Bayu dan Nurhadi. 2017. Pengaruh Kualitas Layanan Terhadap Kepuasan Konsumen Dalam Memakai Jasa Percetakan Embong Anyar Di Gresik. *Jurnal Bisnis Indonesia*, Vol. 8, h. 20-38, <http://ejournal.upnjatim.ac.id/index.php/jbi/article/view/1068>
- Pratiwi, Yessy Gusti Eka. 2015. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Sebagai Pasien Di Puskesmas Sering Kecamatan Medan Tembung*. Skripsi, Universitas Sumatera Utara, Medan.
- Putra, Ezra Januar dan Wardhana, Aditya. 2016. Pengaruh Kepuasan Pelanggan Atas Kualitas Pelayanan PT. Pln (Persero) (Studi Pada Pelanggan PT. PLN (Persero) Di Tanjung Karang, Bandar Lampung). *e-Proceeding of Management*, Vol.3, h. 1924-1931, <https://repository.telkomuniversity.ac.id>
- Putri, Yulia Larasati dan Utomo, Hardi. 2017. Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Sebagai Variabel Intervening (Studi Persepsi Pada Pelanggan Dian Comp Ambarawa). *Among Makarti*, Vol.10, h. 70-90, <https://jurnal.stieama.ac.id/index.php/ama/article/view/147>
- Santoso, Agus Rahmat dan Handayani, Anita (2018). *Manajemen Keuangan Keputusan Keuangan Jangka Panjang*. Cetakan Pertama, Penerbit UMG Press, Gresik.
- Sarie, Rena Febrita. 2018. Pengaruh Pengaruh Keberagaman Produk, Persepsi Harga, Promosi Penjualan Terhadap Kepuasan Konsumen Hypermartket Pakuwon Supermall Di Surabaya. *Jurnal Relasi*, Vol. XIV, h. 149-169, <http://jurnal.stie-mandala.ac.id/index.php/relasi/article/view/269>
- Soemarso, S. R. (2010). *Akuntansi Suatu Pengantar (Edisi 5, Buku 2)*. Jakarta: Salemba Empat.
- Themis. (2012). *Akuntansi Keuangan*. Jakarta: Erlangga.
- Tjiptono, Fandy (2016). *Kualitas Pelayanan Jasa Percetakan Terhadap Kepuasan Konsumen Pada PT. Tri Jaya Mandiri*, Bisma, Vol 1, No.8, <https://journal.widyadharna.ac.id>