

The Effect of E-Servqual, Food Processing and Packaging, and Dine in Facility on Increasing the Performance of Culinary MSMEs during the Pandemic

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Abstract

Activities outside the home are very limited during this pandemic. Gather and relax in limited culinary places. This has made the owners of the culinary field UMKM come up with ideas to improve their performance. One of them is the culinary field UMKM in Kediri. Various complaints were felt until culinary products had to sell, in order to support their performance. Aspects that have a role to improve performance include e-servqual, food processing and packaging and dine in facility. The research objective is to determine the partial and simultaneous role of each - each aspect to improve performance. This study distributed questionnaires to business owners with a total of 359 respondents. Data analysis using multiple linear regression. Partially, all aspects could play a dominating role, namely dine in facility amounting to 9,490 units. Meanwhile, simultaneously, all aspects give a role of 75,461 units. The value of determination was 58.7% of the success of this study. Thus, all of these aspects can support the successful performance of MSMEs in the culinary field in Kediri during the pandemic period.

Keywords : e-servqual, dine in, facility, performance, packaging

Introduction

During the culinary field UMKM pandemic, they must provide additional facilities and reduce the quota of eating on the spot. This role is a form of idea to keep the business being carried out. By providing additional facilities, MSME owners in the culinary field will still get a turnover according to expectations. Thus, this is an expectation of increasing the marketing performance of marketed culinary.

During the observation of the entire population of MSMEs in the culinary field in Kediri. The activity of MSMEs is very ambitious so that the businesses that are established can increase their performance. Turnover previously was 5 times the cost of capital, now it is difficult to achieve 2 times the profit. This is the main attraction for researchers. In addition, by reviewing the culinary field of MSMEs, it is hoped that a reference can be used so that MSMEs can survive and improve their performance. The attraction obtained is the formation of ideas to determine the performance of these MSMEs. Performance appraisal uses the service aspects of E-Servqual, Food Processing and packaging and Dine In Facility. Period November 2020 to January 2021 observations were made. So, from the problems that have been obtained, the research objective arises to determine the partial and simultaneous effect of these aspects, the dominant partial value and the resulting determination value. The scope of this research used multiple linear regression analysis with 3 independent aspects and 1 dependent aspect.

Theory

E-Servqual

E-ServQual is a method for providing evaluation of services using the internet network. E-Servqual as an extension of the ability to provide a facility. Facilities related to consumption,

use, distribution in an effective and efficient manner. developed to evaluate a service provided on the Internet network. E-Serqual dimensions include *Responsiveness*, *Security*, *Delivery*, *Reliability* and *Communication*.

Food Processing and packaging

Food processing is the process of processing a culinary menu based on the right way. Well reviewed with the hygienic aspects of the chef and raw materials (Habyba et al., 2019; Hamdayani, 2018). The process of processing a culinary menu requires hygienic packaging and is protected from germs that endanger customers. The principle of culinary menu ingredients comes from plants, animals and processed products (Soenarto & Otik, 2018; Windharto, 2015). Thus, having a way of processing and packaging in accordance with the principles in order to provide good performance for culinary MSMEs. Important aspects include Cleanliness of materials, cleanliness of workers and standard packaging.

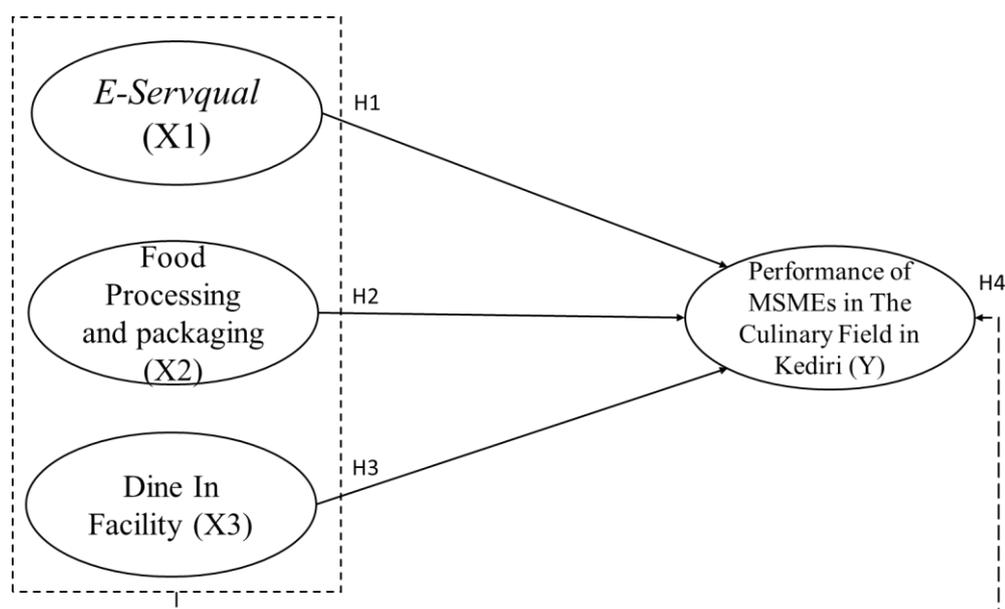
Dine In Facility

Dine In Facility is an on-site dining facility provided by the culinary field of SMEs. During this pandemic, the facilities are given with priority Cleanliness of the place, checking body temperature and keeping a safe distance. Thus, the facility is a form of Health protocol that is implemented based on government regulations and the Minister of Health.

Performance of Culinary Sector MSMEs in Kediri

In the marketing concept, a profitable sales volume is indeed the goal, but the profit obtained from the sales volume must be obtained through customer satisfaction (Hariyono et al., 2019; Laely, 2016a, 2016a, 2016b; Panjaitan & Laely, 2017). suggested that marketing performance can be expressed based on sales volume, sales growth rate, and customer growth rate (Komari et al., 2017, 2017; Laely & Rosita, 2020).

Conceptual Research and Hypotheses



Picture 1. Research Framework

- a. The research framework uses the code H1 = E-Servqual (X1), H2 = Food Processing and packaging (X2) and H3 = Dine In Facility (X3) to determine the partial role of SMEs in the Culinary Sector in Kediri (Y). H4 = E-Servqual (X1), Food Processing and packaging (X2) and Dine In Facility (X3) do not provide a simultaneous role in the performance of MSMEs in the Culinary Sector in Kediri (Y).

Research Method

Research Place, Population, Sampling Technique

This MSME research was carried out in the culinary sector, with a period from November 2020 to January 2021 which is located in Kediri. The population of MSMEs is 3547 places. While the sample of this research uses purposive sampling type. Sampling as follows:

$$n = \frac{N}{1+Ne^2} \quad ..(1)$$

Where :

n = number of samples

N = total population

e = margin of error (0.05)

Withdrawal of research samples of:

$$n = \frac{3547}{1 + (3547 \times (0,05^2))} = 359 \text{ responden}$$

Research Subjects and Objects

This study uses the subjects of the culinary field of UMKM in Kediri. The function of the subject has a role in collecting primary data and secondary data in research. While the object of this research is the aspects used. Free aspects of E-Servqual (X1), Food Processing and packaging (X2) and Dine In Facility (X3). While the bound aspect is the Impact of a Pandemic to Improve the Performance of MSMEs in the Culinary Sector in Kediri (Y).

Data Collection and Classification

This research data collection as a form of processing research data. Distributing and collecting questionnaires along with interviews with each owner of the culinary field of MSMEs in Kediri.

Table 1 Types and Sources of Data

| No. | Data name | Type of data | Data source | The place |
|-----|------------------|--------------|--------------------------------------|--------------------------------------|
| 1 | Descriptive data | Primary data | UMKM owners | MSME in the culinary field in Kediri |
| 2 | Questionnaire | Primary data | UMKM owners | MSME in the culinary field in Kediri |
| 3 | Observation | Primary data | MSME in the culinary field in Kediri | MSME in the culinary field in Kediri |

| No. | Data name | Type of data | Data source | The place |
|-----|---------------------|--------------|---|--|
| 4 | Study of literature | Secondary | National and international licensed research articles | Science direct, IOP conferences and indexed journals |

(Source: Data processing, 2021)

Data analysis

The stages of data analysis are as follows:

1. Validity test as a way to determine the validity of research data with the formula:

$$r_{xy} = \frac{n \sum xy - \sum x \sum y}{\sqrt{n(\sum x^2 - (\sum x)^2)} \times \sqrt{n(\sum y^2 - (\sum y)^2)}} \quad .. (2)$$

Information :

R_{xy} = correlation coefficient

x = item score

y = total score

n = the number of respondents

r = product moment correlation

As for the reliability test using the formula:

2. Reliability test as a parameter form of research data consistency with the formula:

$$r = \left[\frac{k}{(k-1)} \right] \times \left[1 - \frac{\sum S_b^2}{s_1^2} \right] \quad .. (3)$$

Information :

R = instrument reliability

K = the number of questions

$\sum S_b^2$ = number of variants

s_1^2 = total variance

Table 2. Decision Validity Test and Reliability Test

| Validity test | | Reliability Test | |
|------------------------------|-------------|------------------|-------------|
| Criteria | Information | Criteria | Information |
| Rhitung > R _{tabel} | Valid | <0.200 | Very low |
| Rhitung < R _{tabel} | Invalid | 0.200 - 0.399 | Low |
| | | 0.400 - 0.599 | Enough |
| | | 0.600 - 0.799 | High |
| | | 0.800 - 1,000 | Very high |

(Source:(Yusup, 2018))

3. Test the classical assumptions as follows:

Table 3. Classic assumption test

| Type of test | Parameter | decision | Decision |
|-------------------------|--|---|--|
| Normality test | <i>Kolmogorov - Smirnov Test</i> | Sig. > 0.05 | Normal distribution |
| Autocorrelation test | <i>Durbin Watson</i> | dL> dW <dU | There is no autocorrelation |
| Multicollinearity Test | <i>Variance Inflation Factor (VIF)</i> | 1.00 to 10.00 | Multicollinearity does not occur |
| Heteroscedasticity Test | <i>Coefficients B Regression</i> | <i>Coefficients B Regression</i> > 0.05 | There is no heteroscedasticity. |
| Linearity Test | <i>Deviation from Linierity</i> | <i>Deviation from Linierity</i> > 0.05 | There is a relationship between the free aspect and the bound aspect |

(Source:(Purnomo, 2016))

Results and Discussion

Characteristics of Respondents

Table 4. Characteristics of Respondents

| Characteristics | amount | Percentage (%) |
|--------------------------|--------|----------------|
| Gender | | |
| a. Man | 202 | 56.3 |
| b. Women | 157 | 43.7 |
| Age | | |
| a. <30 Years | 252 | 70.2 |
| b. 31-45 years | 57 | 15.9 |
| c. > 45 Years | 50 | 13.9 |
| last education | | |
| a. SD | 16 | 4.5 |
| b. Junior High | 5 | 1.4 |
| c. High school | 198 | 55.2 |
| d. Bachelor | 140 | 39.0 |
| Average income per month | | |
| a. <3 million | 292 | 81.3 |
| b. 3 - 4.5 million | 67 | 18.7 |

(Source: Data processing, 2021)

Characteristics of respondents as owners of MSMEs in the culinary field in Kediri include: male - male gender with a percentage of 56.3% greater than the female gender of 157

people with a percentage of 43.7%. There are 252 people <30 years old with a process of 70.2%, age 31 - 45 years with 57 people with a percentage of 15.9% and > 45 years with 50 people with a percentage of 13.9%. The latest education of the respondents is more dominant for undergraduate students with a percentage of 39.0%, SMA with a percentage of 198 people with a percentage of 55.2%, SD for 16 people with a percentage of 4.5%. Respondents as owners of MSMEs during this pandemic experienced a large impact on income each month with an average of less than 3 million a total of 292 people with a percentage of 81.3%,

Table 5. Partial Hypothesis Results

| Hypothesis | Role of Aspects | | T-Test | T-table | Sig. (2-tailed) | Decision |
|------------|---|--|--------|---------|-----------------|----------------|
| H1 | <i>E-Servqual</i> (X1) | → SME Performance in Culinary Sector (Y) | 3,896 | 1,966 | 0,000 | H1 accepted |
| H2 | <i>Food Processing and packaging</i> (X2) | → SME Performance in Culinary Sector (Y) | 7,468 | 1,966 | 0,000 | H2 is accepted |
| H3 | <i>Dine In Facility</i> (X3) | → SME Performance in Culinary Sector (Y) | 9,490 | 1,966 | 0,000 | H3 accepted |

(Source: primary data processing, 2021)

Table (5) states that each independent aspect has an influence on the bound aspect. So, the explanation and connection with previous research is as follows:

***E-Servqual* can improve Performance of Culinary Sector MSMEs in Kediri**

E-Servqual provides the role of 3,896 units to improve the performance of SMEs in the Culinary Sector in Kediri. The role of E-Servqual provides a boost to consumer responsiveness, security and delivery. Responsiveness, namely the awareness of the workforce to provide service assistance to customers appropriately and appropriately (Omar et al., 2016). Assistance in the form of online food ordering services, by providing security if there is an error to contact Delivery (Carnahan et al., 2016; Zemblytė, 2015). Services provided by servants as human resources must be better so that the performance of MSMEs in the culinary field increases (Lanang et al., 2014; Malik et al., 2013). The sustainability of the culinary field of MSMEs can provide performance on the basis of electronic services as facilities (Kumalasari & Haryono, 2019; Rawis et al., 2016). Statement (Soenarto & Otik, 2018), explained that the role of electronic service quality given by Sutisno's UMKM was carried out well.

***Food Processing and packaging* can improve the performance of MSMEs in the Culinary Sector in Kediri**

Food Processing and packaging give a role of 7,648 units to improve the performance of MSMEs in the Culinary Sector in Kediri. According to (Sunaryo, 2019), the processing and packaging process requires cost as the main parameter. The cost, as a concept determines how much performance will be obtained. According to (Windharto, 2015), in food products or the

like for packaging becomes an attraction. So, it can also determine the parameters of the performance of these MSMEs. According to (Handayani et al., 2018) food packaging on performance in the production of small and medium enterprises plays a big role. The legality of the packaging provides an attractive appearance as an indication of improving the performance of MSMEs in the culinary field. Meanwhile, according to (Ali, 2016) that in policy, it is efficient to support the performance of small and medium food enterprises. The policy to process hygienic products with packaging gives the impression of attractiveness. This is also in accordance with (Li et al., 2020), the advantages of online platforms in improving performance have different parameters, namely the advantages of online food delivery clearly refer to the processing and packaging processes. From a social perspective, the relationship between consumers and food providers affects health outcomes. If the processing is according to the procedure and the packaging is very hygienic, the customer will agree to it. In fact, performance can gradually increase.

***Dine In Facility* can improve the performance of MSMEs in the Culinary Sector in Kediri**

Dine In Facility can improve the performance of MSMEs in the Culinary Sector in Kediri of 9,490 units. Onsite dining facilities with cleanliness of the place, checking body temperature and maintaining a safe distance. This role is very much in demand by customers when eating on the spot. *Dine In Facility* provide comfort and satisfaction for customers as a condition for improving the performance of these MSMEs. Service attributes in the dining area can also provide a nutritious and quality food quality (Serhan & Serhan, 2019). According to (Shahzadi et al., 2018), stating that on-site dining facilities have a sustainable impact. One of these impacts is to build long-term relationships between customers and MSMEs in the culinary field. Thus, performance outcomes can be developed.

Table 6. Determination Test

| Model | <i>R Square</i> | <i>Adjusted R Square</i> |
|-------|-----------------|--------------------------|
| 1 | 0.592 | 0.587 |

(Source: Data processing, 2021)

On Table (6) shows one model tested with an R Square value of 0.592. The value of R Square states that the combination of free aspects is 59.2%. If you add free aspect, it will decrease that value. This is in contrast to the Adjusted R Square value of 0.587. Adjusted R Square states that 58.7% will increase if you add the free aspect outside of this research

Table 7. Simultaneous Free Aspect with Bound

| Hypothesis | Role of Aspects | F ANOVA | Sig. (2-tailed) | Decision |
|------------|--|---------|---|--------------------------------|
| H4 | <i>E-Servqual</i> (X1), <i>Food Processing and packaging</i> (X2) and <i>Dine In Facility</i> (X3) | → | The Performance of MSMEs in the Culinary Sector in Kediri (Y) | 76,451 0,000 be accepted |

(Source: Data processing, 2021)

In table (7), it states that E-Servqual, Food Processing and packaging and Dine In Facility improve the Performance of MSMEs in the Culinary Sector in Kediri. Evidence states that the simultaneous value of 76.451 is greater than the simultaneous standard value of 3.02. The performance of these MSMEs can be linked to research (Laely & Rosita, 2020), that can be connected with various aspects. This study uses the E-Servqual aspect which is in line with (Soenarto & Otik, 2018), to *Food Processing and packaging* have something to do with (Sunaryo, 2019) and the Dine In Facility to have a relationship with (Meissy, 2019).

Conclusions and suggestions

The aspects of E-servqual, food processing and packaging and dine in facility, each have a partial role in the performance of MSMEs in the culinary sector in Kediri. The dominating aspect is dine in facility with a partial value of 9.490 units. While all aspects have a simultaneous value of 76.451 units on the performance of MSMEs in the culinary sector in Kediri. The success obtained when using aspects of E-servqual, food processing and packaging and dine in facility on the performance of MSMEs in the culinary sector in Kediri was 58.7%. This research has a role in improving performance in MSMEs. It is hoped that the future can be developed by adding aspects related to performance, loyalty through mediation and intervening

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