
STUDY ON THE QUALITY OF FOOD AND BEVERAGE PRODUCTS IN SUKAJADI VILLAGE, BOGOR

Oleh

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Abstract: *Tourism is an industry in which there are components called 4As: attractions, accessibility, amenities, and ancillary services. Of the four components, quite a lot of expenditure is made by tourists on amenities related to the purchase of food and beverages. Village development is carried out by utilizing the various potentials in it in order to improve the village economy. One of the villages with potential that can be optimized is Sukajadi Village, located in Tamansari District, Bogor Regency. Sukajadi Village has provided various food and beverage products to attract tourists, including the CheesePal and Mipala Sukajadi which are local products made from nutmeg developed by the Bogor Tourism College. The purpose of this study is to increase public knowledge about the quality of food and beverage products in Sukajadi Village, to provide maximum value and benefits for consumers regarding the quality of food and beverage products. This research was conducted through data collection techniques by distributing questionnaires to 100 respondents, direct observation and literature study. Based on the calculation of the aspects of Color, Portion, Temperature and Texture on the food and beverages provided in Sukajadi Village, a Mean value of 3.5 was obtained, while the Taste, Appearance, Shape and Aroma aspects obtained a Mean value of 3.6. These two values indicate that on average the respondents quite agree with the good quality of food and beverage products provided in Sukajadi Village. The food and drinks provided are quite acceptable.*

INTRODUCTON

Indonesia as one of the countries in the world that relies on tourism as a source of foreign exchange has various regions as tourist destinations in the world. Various potentials that exist in every region in Indonesia are explored in an effort to attract tourists to come to visit so that it is expected to be able to improve people's welfare (Miswanto 2018).

Every village area in Indonesia has the potential to become a leading tourism commodity. The beauty and uniqueness of nature supported by the uniqueness of cultural

traditions, village crafts, and of course unique traditional food and drinks both in terms of ingredients, taste and presentation, can be used as an attraction for a tourist village.

Tourism is an industry in which there are components called 4A, namely tourist attractions, accessibility, amenities or facilities, and Ancillary or organizations that manage tourism (Prasiasa 2013). Of the four components, quite a lot of expenditure is made by tourists on amenities related to the purchase of food and beverages. This condition is supported by tourist expenditure data from (Tourism 2014) which shows spending on food is in the second position after transportation with a percentage of 19.6%.

Village development is carried out by utilizing various potentials in it in order to improve the economy of rural communities so that they do not lose out in the competition for movements in the modern world. One of the villages with potential that can be optimized is Sukajadi Village, located in Tamansari District, Bogor Regency. Sukajadi Village is a tourist village surrounded by various tourist objects that are already quite popular and visited by many tourists, namely Nangka Waterfall, Salaka Village, Parahyangan Agung Jagatkarta Temple, Butterfly Park, Luhur Waterfall, De Saung (Soeswoyo *et al.*, 2021, 2022). The Sukajadi Village area is also developing and rapidly getting changes in terms of the environment, economy, education and health for the better. Sukajadi Village has also provided various food and beverage products to attract tourists, including Cheese Stick Nutmeg and Mipala Sukajadi (a special drink made from nutmeg mixed with other spices) which are product developments from the Bogor Tourism College (Rahardjo. S, 2022).

The purpose of this research is to add insight about the quality of food and beverage products in Sukajadi Village, Bogor Regency, to provide maximum value and benefits for consumers regarding the quality of food and beverage products.

THEORETICAL STUDY

According to Samimi et al. (2011) the tourism sector increases foreign exchange earnings, creates jobs, stimulates the growth of the tourism industry, therefore it can trigger economic growth, especially this which encourages various countries to develop the tourism sector. Cozma and Monica (2017) stated that tourism has a significant impact on economic development.

Destination image is a belief/knowledge about a destination and what tourists feel during their trip. The formation of a destination image is caused by psychological factors such as tourist motivation and cultural values that influence the formation of the image of a tourism destination (Lopes, 2011). Image enhancement to achieve the target number of tourist visits requires a good marketing strategy. Improved image can be improved from superior culinary. Typical cuisine located in a tourism destination is believed to be an effective promotional tool and image-forming destination (Hjalinger and Richards in Akbar and Edrina, 2017).

Traditional food or local culinary is a food product that is consumed by a group of people or served in special celebrations at a certain time as a legacy from previous generations. This type of food is made with recipes passed down from generation to generation so that it is almost without modification and makes it different from other regional cuisines. Traditional cuisine has become a local identity because it is part of the totality of the community's culture, such as processing procedures, its role in community

culture, and celebration procedures in the event, as well as recipes that are continuously maintained (Tyas, 2017: 3). In addition to the uniqueness of the existing culinary, quality is a big supporting factor that attracts tourists to come and recommend it.

Product quality is the expected level of quality and control of diversity in achieving that quality to meet consumer needs (Tjiptono, 2012). Kotler and Keller (2012) state that product quality is the ability of an item to provide results or performance that match even exceeds what customers want.

Food quality can be interpreted as a complex concept including presentation, variety, healthy choices, taste, freshness and temperature of food (Namkung and Jang, 2007). Serhan, and Serhan (2019) stated that food quality is also defined as quality characteristics of food that are acceptable to consumers. These characteristics can be temperature, texture, taste, nutritional aspects, and portion of food. Food quality can be defined as the quality of the characteristics possessed by food. Product quality is one of the factors that consumers consider in deciding to purchase. Consumers certainly want the best quality of products to be purchased. Kotler and Armstrong (2008) state that product quality is a potential strategic weapon to beat competitors. The ability of a quality product to perform a variety of functions including durability, reliability, accuracy, and ease of use.

METHOD

The study was located in Sukajadi Village, Tamansari District, Bogor Regency on June 4, 2022. This research was conducted through data collection techniques. Questionnaires were distributed to 100 respondents who had tasted the food and beverage products of Sukajadi Village, to obtain responses regarding the quality of these products. Sugiyono (2018:230) states that the questionnaire is a data collection technique where participants or respondents fill out statements and are given as research material, so that the data collected in this study is primary data. This study uses a quantitative method with a case study strategy to examine a topic in a real context (Saunders, M., Lewi, P., & Thornhill, 2019).

Population and Sample

The population is the research subject. The population in this study were students of the Bogor Tourism College who visited the village. The sampling technique used is convenience sampling. The characteristics of the sample used are male and female consumers, aged 18 years minimum, consuming food and beverages provided by the event party in Sukajadi Village, Bogor Regency.

Data collection technique

Technique of data collection by conducting research directly in the field or research objects using questionnaires. The type of questionnaire used is a closed-ended, that is, alternative answers have been provided so that respondents only need to put a mark on the selected answer. Other data were collected through direct observation and literature study.

Research variable

This study uses the Independent Variables and Dependent Variables. According to Wiyono (2011:31) independent variables are variables that influence or cause changes to the dependent variable. The independent variables in this study were food and beverages. While the dependent variable according to Wiyono (2011:31) is a variable that is influenced by the independent variable, often also called the dependent variable. The dependent variable in this study is product quality.

The author arranges the questionnaire grid refer to Operational variable in Table 1.

Table 1. Operational Variable

Variable	Dimension	Indicator
Product quality	Color	<ul style="list-style-type: none"> • Colors in food and drink are very attractive and help the appetite. • Color combinations are very helpful in enhancing taste.
	Taste	<ul style="list-style-type: none"> • Food and drinks offered at have a delicious taste. • The level of sweetness in food and beverages is good to eat. • The taste of food and drink has many choices. • The unique and interesting combination of flavors of food and drinks to enjoy Makanan dan minuman yang ditawarkan di memiliki rasa yang nikmat.
	Appearance	<ul style="list-style-type: none"> • The food and drinks served look clean and very attractive to enjoy. • The appearance of the food and drinks served is very good and always prioritizes cleanliness. • The appearance of the food and drinks served is very attractive. • Food and drinks are served in an impressive setting.
	Portion	<ul style="list-style-type: none"> • Food and beverage portions are served in various sizes that are very suitable.
	Shape	<ul style="list-style-type: none"> • Many variants of food and beverage forms that look attractive to be served. • The existing forms of food and drink have distinctive characteristics.
	Temperature	<ul style="list-style-type: none"> • Consistent temperature keeps food and beverage quality maintained.

	Level of maturity	<ul style="list-style-type: none"> • The level of maturity of the food and drink as desired. • The food served is cooked just right. • The level of doneness of the food served is useful in maintaining the quality of the food.
	Aroma	<ul style="list-style-type: none"> • The aroma of the food and drinks served is delicious. • The aroma of the food and drinks served is appetizing. • The aroma of the food and drinks provided makes me interested.
Product quality	Texture	<ul style="list-style-type: none"> • The food and drinks served have a more distinctive texture and shape than other foods and drinks. • I like the textures presented in other foods and drinks. • The texture of food and drink ingredients with good quality makes it easy for me to enjoy them.

Data analysis technique

In this study, the data analysis technique used is descriptive data analysis, which is to describe and measure the level of quality. Product quality is known through the use of likert scale. Other technique of analysis used is multiple regression.

Likert scale

Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about a person's phenomenon.

Data Analysis Technique

Tabel 2. Likert Scale

No.	Answer	Score
1	SS (Strongly Agree)	5
2	S (Agree)	4
3	C (Enough)	3
4	TS (Disagree)	2
5	STS (Strongly Disagree)	1

RESULT AND DISCUSSION

The results of this study can be obtained from the calculation of the questionnaire regarding the quality of food and beverage products in Sukajadi Village, Bogor Regency and summarized in Table 3 below.

Table 3. Descriptive Statistics of Food and Beverage Product Quality

Kriteria	Warna	Rasa	Penampilan	Porsi	Bentuk	Temperatur	Kematangan	Aroma	Tekstu
Mean	3.5	3.6	3.6	3.5	3.6	3.5	3.7	3.6	3
Median	3.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	3
Modus	3.0	3.0	4.0	3.0	4.0	3.0	4.0	4.0	3
Stdev	0.64	0.73	0.73	0.88	0.79	0.90	0.80	0.77	0.7

Source: Primary data, 2022

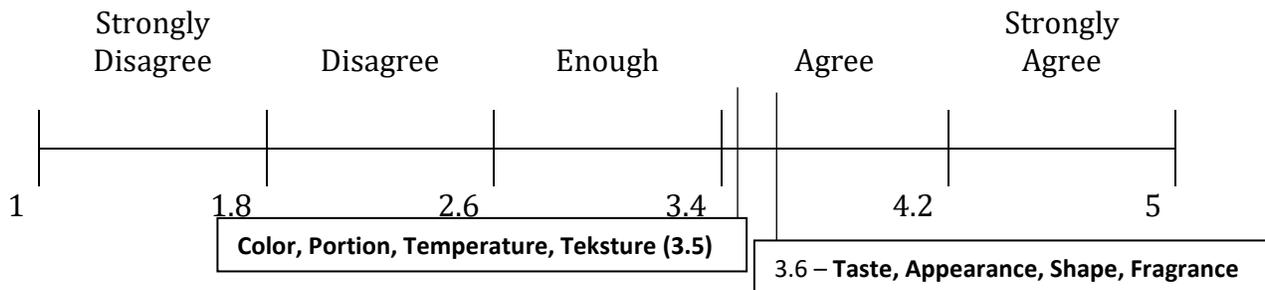


Figure 1. Continuum Line

Based on the calculation of the aspects of Color, Portion, Temperature and Texture on food and beverages provided in Sukajadi Village, Bogor, an average value of 3.5 was obtained, while the aspects of Taste, Appearance, Shape and aroma obtained a value of 3.6. These two values indicate that on average the respondents agree with the good quality of food and beverage products provided in Sukajadi Village.

Several assumptions or requirements must be met in the multiple regression model in order to obtain unbiased linearity results (Best Linear Unbias Estimation / BLUE), then the data must meet the Classical Assumption Test which includes Normality Test, Linearity Test, Multicollinearity Test, Heteroscedasticity Test and Test Autocorrelation. The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary leases square (OLS). To ensure that the regression model obtained is the best model, in terms of estimation accuracy, unbiased, and consistent, it is necessary to test the classical assumptions (Juliandi et al., 2014). Classical assumption test to ensure that the regression equation that is functioned is correct and valid

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardiz ed Residual
N		101
Normal Parameters ^{a, b}	Mean	0E-7
	Std. Deviation	1.69481061
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.055
Kolmogorov-Smirnov Z		.798
Asymp. Sig. (2-tailed)		.548

a. Test distribution is Normal.

b. Calculated from data.

Based on Table 4, the results of the Normality Test show that the data in the study are normally distributed. **Table 5. Linearity Tes**

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Penampilan	Between Groups	(Combined)	141.131	10	14.113	3.921	.000
		Linearity	86.310	1	86.310	23.981	.000
		Deviation from Linearity	54.821	9	6.091	1.692	.102
Within Groups			323.919	90	3.599		
Total			465.050	100			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Temperatur	Between Groups	(Combined)	82.230	4	20.557	5.155	.001
		Linearity	75.161	1	75.161	18.848	.000
		Deviation from Linearity	7.069	3	2.356	.591	.622
Within Groups			382.820	96	3.988		
Total			465.050	100			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Aroma	Between Groups	(Combined)	149.638	9	16.626	4.797	.000
		Linearity	107.043	1	107.043	30.883	.000
		Deviation from Linearity	42.595	8	5.324	1.536	.156
Within Groups			315.412	91	3.466		
Total			465.050	100			

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Bentuk	Between Groups	(Combined)	131.306	7	18.758	5.227	.000
		Linearity	111.406	1	111.406	31.044	.000
		Deviation from Linearity	19.901	6	3.317	.924	.481
Within Groups			333.743	93	3.589		
Total			465.050	100			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Tekstur	Between Groups	(Combined)	145.042	10	14.504	4.079	.000
		Linearity	87.238	1	87.238	24.535	.000
		Deviation from Linearity	57.804	9	6.423	1.806	.078
Within Groups			320.008	90	3.556		
Total			465.050	100			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Rasa	Between Groups	(Combined)	141.385	10	14.138	3.931	.000
		Linearity	105.997	1	105.997	29.474	.000
		Deviation from Linearity	35.388	9	3.932	1.093	.376
Within Groups			323.665	90	3.596		
Total			465.050	100			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Porsi	Between Groups	(Combined)	110.518	4	27.629	7.481	.000
		Linearity	105.262	1	105.262	28.503	.000
		Deviation from Linearity	5.256	3	1.752	.474	.701
Within Groups			354.532	96	3.693		
Total			465.050	100			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Kematangan	Between Groups	(Combined)	92.349	10	9.235	2.230	.023
		Linearity	52.868	1	52.868	12.767	.001
		Deviation from Linearity	39.482	9	4.387	1.059	.400
Within Groups			372.700	90	4.141		
Total			465.050	100			

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan *Warna	Between Groups	(Combined)	66.693	5	13.339	3.181	.011
		Linearity	54.866	1	54.866	13.084	.000
		Deviation from Linearity	11.827	4	2.957	.705	.590
Within Groups			398.356	95	4.193		
Total			465.050	100			

Based on Table 5, the results of the linearity test show that all dimensions of product quality have a linear relationship. This can be seen from the value of Sig > 0.05 (accepting the hypothesis that there is a linear relationship between food & beverage quality dimensions and satisfaction).

Table 6. Multikolinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.273	1.451		.878	.382		
	Warna	-.231	.229	-.123	-1.006	.317	.456	2.193
	Rasa	.299	.143	.289	2.085	.040	.352	2.839
	Penampilan	-.209	.150	-.213	-1.394	.167	.290	3.451
	Porsi	.459	.308	.187	1.490	.140	.430	2.323
	Bentuk	.353	.200	.208	1.766	.081	.491	2.039
	Temperatur	.258	.252	.108	1.023	.309	.611	1.637
	Kematangan	-.058	.120	-.055	-.483	.630	.519	1.927
	Aroma	.195	.120	.183	1.633	.106	.540	1.853
	Tekstur	.199	.137	.173	1.453	.150	.479	2.089

a. Dependent Variable: Kepuasan

1. If the value of VIF < 10.00, it means that there is no multicollinearity in the regression model.
2. If the VIF value is > 10.00, it means multicollinearity in the regression model.

The results of the multicollinearity test on the data used in this study showed the VIF value < 10.00 so that it means that there is no multicollinearity in the regression model.

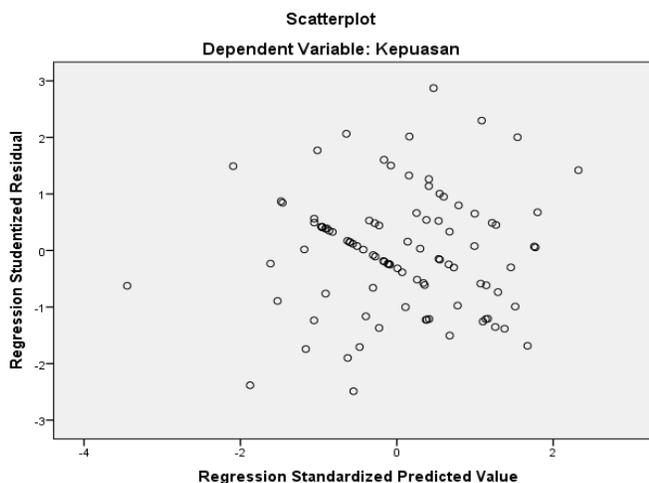


Figure 2. Heteroskedastisitas Test

Based on the results of the Heteroscedasticity Test, it can be concluded that there are no symptoms of heteroscedasticity in the data obtained from the study.

Table 7. Autocorellation Test

Runs Test

	Unstandardized Residual
Test Value ^a	.11321
Cases < Test Value	50
Cases >= Test Value	51
Total Cases	101
Number of Runs	50
Z	-.299
Asymp. Sig. (2-tailed)	.765

a. Median

A good regression model requires no autocorrelation problem. Table 8 shows the results of the Autocorrelation Test of research data obtaining a sig value. >0.05 which means that there is no autocorrelation.

Table 8. Model Summary of Determinant Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.618 ^a	.382	.321	1.777	2.368

a. Predictors: (Constant), Tekstur, Temperatur, Aroma, Kematangan, Bentuk, Warna, Porsi, Rasa, Penampilan

b. Dependent Variable: Kepuasan

Table 9. Multiple Regression Analysis

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.811	9	19.757	6.259	.000 ^b
	Residual	287.238	91	3.156		
	Total	465.050	100			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Tekstur, Temperatur, Aroma, Kematangan, Bentuk, Warna, Porsi, Rasa, Penampilan

Based on the ANOVA test on table 9, it can be seen that the significance value of 0.000 is less than 0.05, which means that the null hypothesis is rejected. The conclusion is that simultaneously there is an influence between the dimensions of product quality and guest satisfaction with a contribution of 38.2%. This can be seen from the R Square value (Table 8) of 0.382.

The dimension that gives influence is only the taste dimension. This can be seen based on table 6, where there is a t-test by looking at the significance value in each dimension. A significance value smaller than 0.05 means that H₀ is rejected, which means that this dimension has an influence on satisfaction.

Statistical tests on the data obtained during the study, showed the results that the average respondent quite agreed on the good quality of food and beverages provided in Sukajadi Village, Bogor Regency in terms of color, portion, temperature, texture, taste, appearance, shape and aroma. The mean value is obtained from 3.5 to 3.7, which means that the respondent assesses the quality of food and beverages at a moderate level to agree.

CONCLUSION

After conducting research on the quality of food and beverage products in Sukajadi Village, Tamansari District, Bogor Regency, it can be concluded that the food and beverages provided are quite acceptable. The dimension that gives influence is the dimension of taste by 38.2%. Improvements in product quality can be further improved on the taste dimension, so that the level of consumer acceptance can be even better.

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HALAMAN INI SENGAJA DIKOSONGKAN