

Analysis of Canteen Services in Educational Institutions using Force Field Analysis Approach

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ABSTRACT

This research aims to determine the improvement of canteen services in all faculties of the Universitas Negeri Malang (UM) by identifying problems using the method based on force field analysis, which includes the level of student satisfaction and as a means of criticism and suggestions for canteen managers. The method used in this study is a qualitative approach with descriptive analysis to determine the level of canteen service, canteen cleanliness, food hygiene of the canteen, as well as canteen facilities and facilities. Based on the research results, it shows that the canteens in all faculties still do not meet the physical feasibility of implementing food service sanitation hygiene because the aspects of the requirements include aspects of buildings and facilities that do not meet the requirements. Solving this problem with the concept of Total Quality Management (TQM) contributed by expert thoughts called The Juran Trilogy. The data obtained from a survey conducted using google form which has been filled in by students from 8 faculties starting from students of the 2015-2019 class indicate that the canteen service is unsatisfactory, the level of cleanliness of the canteen in each faculty is relatively less clean, the canteen building is not adequate and the facilities which is inadequate, the serving canteen's food meets the eligibility standards and affordable food prices. The purpose of this research is to improve the quality, quality, service and building repairs in the canteen of all faculties at the UM.

Keywords: canteen improvement, force field analysis

1. INTRODUCTION

The canteen is a place, room, or building in a building that facilitates sales of healthy food and drink services for users and visitors to the building at affordable prices [1]. Meanwhile, the definition of canteen according to the Big Indonesian Dictionary is a room that is used to be a place to sell drinks and food (at school, at the office, in the dormitory, and so on). A canteen must fulfil procedures on how to process and maintain cleanliness canteen. Food and drink available in the canteen must be clean, lawful and healthy. The types of food and drinks available must meet at least 4 healthy 5 perfect.

Usually the visitors have to queue in a line provided to buy food. From some of the above meanings, it can be concluded that, canteen is a room in the building that provides a variety of food menus sold for the visitors. In its management, the canteen must meet the standards of a

proper canteen category. According to Decree of the Minister of Health (Kepmenkes) Number 1098 / MENKES / SK / VII / 2003 concerning hygiene requirements for sanitation of restaurants, there are several requirements for the presentation of food, namely that it must be protected from pollution, the equipment used for serving must be kept clean; must be with adequate equipment; and presentation is done in a healthy manner and in clean clothes.

Canteen must also pay attention to consumer rights, according to the Consumer Protection Law Number 8 of 1999 concerning Protection Consumers of the Republic of Indonesia explained that consumer rights include rights for comfort, security and safety in consuming goods and or services; right to select goods and or services and obtain these goods and or services accordingly with the exchange rate and conditions and guarantees promised; the right to be treated or served truthfully and honestly and not

discriminatory; right to compensation, compensation and or replacement, if the goods and or services received are not suitable by agreement or not as it should be; etc. There are several canteen principles according to Anggari [1], namely the principle of affordability, the principle of education, the principle of cooperation and the principle of health.

The principle of affordability, where food and drinks are sold at affordable prices by pocket money for students with various economic backgrounds. Then, the principle of education which means that it is not much oriented towards profit or looking for profit. After the principle of pre-education, namely the cooperative principle where the canteen cannot determine the price of one party only, on the other hand, students are also not allowed to offer unilateral prices which can cause the canteen to lose. Furthermore, the principle of health, which means that food and drinks sold must be guaranteed hygiene and health so that they can support student learning activities.

Principle, integrated quality management (MMT) can be used to improve the quality of the canteen and as a trigger for canteen organizers to be more innovative and creative in developing the concept of excellent service in the canteen [2]. Excellent service is a translation of excellent service which literally means very good service or the best service. According to Santoso [2] what is meant by excellent service (customer care) is the maximum ability of a person to relate and communicate with others in terms of service, or in other words, excellent service is the maximum effort that a college canteen policy can provide in supporting quality improvement canteen.

The purpose of improving canteen services using the force field analysis method because the results of research conducted in the canteen of each faculty at the UM, there are still many deficiencies such as canteen services, canteen cleanliness, menu variations, prices, and other inadequate canteen facilities. The research method used is a qualitative approach with descriptive analysis type. Data collection techniques conducted by researchers are by means of field observations, interviews, documentation and through google form surveys. The method of problem analysis used is analysis force-field which aims to determine the level of student satisfaction at the canteen provided by the faculty and also as a means of criticism and suggestions for canteen administrators to pay more attention and improve the quality of the canteen in accordance with applicable regulatory standards.

2. METHOD

This research method used a qualitative approach with descriptive analysis to determine the canteen service, the level of cleanliness of the canteen, the food hygiene of the canteen, the facilities and facilities of the canteen. The qualitative approach is expected to produce an in-depth

description of writing, speech and behavior that can be observed by an individual, group and organization [3]. The data collection technique was carried out by means of field observations, interviews, documentation, and through a google form survey as a whole canteen at the Faculty, State University of Malang to assist researchers in conducting research. The researcher is an important instrument in data collection because it is the researcher who interviews the sources to observe the room conditions and the environment of the canteen, as well as to do documentation for the required data. We use a qualitative approach to conducting research so that we can collect data and get the various information we need from reliable sources to disclose information.

This research was conducted in all faculty canteens at UM. Researchers select sources as the key to the research, and it is hoped that the sources can provide information data in accordance with what is in the research field. Resource persons in this research interview were several students at each faculty and canteen mothers.

3. RESULTS

Based on the obtained data than a survey conducted using the google form in the content students from eight faculties and forces ranging from 2015 to 2019 as a resource indicates the condition of the cafeteria building at each faculty in the UM is sufficient to meet the ideal canteen standards. With 8 faculties in UM, of the 8 faculties there are 2 faculties that do not have canteens, namely the Faculty of Social Sciences (FIS) and the Faculty of Engineering (FT). The Engineering Faculty does not have a canteen but has a cafeteria which is managed by the culinary department. The canteen space and environment in each faculty are good enough.

From the survey data, there was 51.5% level of canteen cleanliness for each faculty. This data shows that the level of cleanliness of the canteen in each faculty is less clean. One of the faculties that has an inadequate and inadequate place and canteen environment according to the survey is the canteen at the Faculty of Education (FIP). The canteen yard is quite close to the garbage disposal, the floor is starting to crack, and the walls and ceiling become cobwebs. The FIP canteen building is an old building and the condition of the building is not well maintained.

In an interview session with one of the FIP student speakers about the condition of the canteen, the informant said that when eating they sat around the trees because of the lack of chairs in the canteen and when eating often leaves and twigs fell on the food plate. The condition of the place and the environment which is close to trees and open space makes the canteen look less clean and unhygienic. From these indications it strengthens that the canteen in FIP is very inadequate. The canteens in each faculty in selecting the food and beverage menu that are

sold are relatively the same. The food menu sold in each faculty includes *pecel* rice, soup, meatballs, chicken noodles and egg tofu. According to the level of hygienic food in the canteen survey, the shows that out of 134 responses, 83% answered “yes” with an indication that the canteen food is hygienic. In serving the food, it meets the requirements. From those that meet the standards that food is not damaged, food ingredients that are processed in its original packaging, thaw frozen food before cooking and food that is always closed.

The results showed that canteens in all faculties still did not meet the physical feasibility of implementing food service sanitation hygiene because the aspects of the requirements included aspects of buildings and facilities that did not meet the requirements. Like the canteen, there are still many ceilings that are not well made, and the lighting is not appropriate, and the food aspect is that there are still many foods that are served not closed. Sanitation as seen from the building, facilities, equipment, and food.

The price of food in the canteen in each faculty is relatively cheap for the size of the College canteen. The range price for each canteen starts from Rp. 5000 - Rp. 8500. The service in the canteen itself is quite good and maximal, but in the way it is served in one of the faculties such as the Faculty of Education has not implemented the hygiene of its own food place, sometimes the food place is mixed with the cooking area which should be ready-to-eat food must be located far from the place.

The cooking process, the seller himself sometimes pays less attention to cleanliness in himself. And there is no place to place dirty plates or glasses that have been used by students, as a result plates and glasses that have been used are scattered everywhere and many are broken or missing. The price ranges of food and beverages in one faculty are almost the same. However, it is the Faculty of Education that sells food and drinks at an affordable price range for students, therefore the Faculty of Education canteen is always busy with buyers from various faculties.

The canteens in each faculty have weaknesses in the areas of service, building and canteen cleanliness. Service in each faculty is often said to be quite long, because many do not manage Human Resources. The weakness of the buildings in each faculty canteen is the lack of seating facilities. For the cleanliness of the canteen itself, on average, each faculty already has a trash can in every corner of the canteen, it’s just that the Faculty of Education canteen has no trash cans, so food scraps are thrown away.

Basically, each faculty canteen already has 3 alternative forms of canteen services, namely: (1) Self-service system. A service system whereby the buyer serves himself the desired food; (2) Wait service system. Service system where the customer waits to be served by

canteen officers according to the order; and (3) Tray service system. A service system where customers are served by canteen officers, and the food is served using trays or trays. However, it has not been implemented optimally and is not well organized.

4. DISCUSSION

Excellent service is part of integrated quality management. The maximum service provided to customers will make the quality of the institution develop. An institution continues to strive to improve and improve the services provided to customers so that customers will feel satisfied with the services provided. Maximum service to customers is known as excellent service, which means providing services in accordance with customer expectations and needs.

Excellent service is “service that conforms to or exceeds eight national education standards, namely standards: content, process, competency of graduates, educators and education personnel, infrastructure, management, financing, and assessment” [4]. Customers here (students, lecturers and staff) at the State University of Malang. The canteen service for each faculty is different. In the whole of the faculty canteen on average the informants said that the canteen service was quite satisfying for customers. However, there are still weaknesses in canteen services, namely when serving food to customers less quickly or longer. Meanwhile, excellent service by prioritizing customer satisfaction is one indication of implementing Total Quality Management (TQM).

Basically, the canteen of each faculty of the State University of Malang (UM) from the aspect of food menu selection is in accordance with the standards and feasibility. However, the canteen is not only about the food that is served on the table and the selection of food menus. In the canteen, there are various aspects, namely canteen services, canteen buildings, canteen cleanliness, canteen food hygiene and canteen food prices. Related to the form of school canteen services, there are 3 (three) alternative forms of service, namely: (1) self-service system: a service system in which buyers serve themselves the food they want; (2) wait service system: a service system where the customer waits to be served by canteen officers according to the order; (3) tray service system: a service system where customers are served by canteen officers, and the food is served using trays or trays. Basically, the faculty canteen has implemented the three alternatives above for canteen services. However, the application is less than optimal and not well organized.

Price is an important element in satisfying consumers [5]. Price also has a positive and significant effect on customer satisfaction. The more affordable and according to consumer expectations, the customer satisfaction will

increase. The range price at the canteen for each faculty is Rp.5,000-8,500, this shows that the price of food in the canteen is relatively cheap and affordable. Affordable prices are included in the canteen principle, one of the principles is the principle of affordability, which is affordable food and drinks by student pocket money with various economic backgrounds [4]. This principle has been applied and implemented in the faculty canteen by fixing cheap and affordable prices for canteen food.

From the results of the study, it shows that there are several aspects of the canteen that must be repaired and made changes (upgrade). Change itself is a strategic dimension, because that is the most important indicator of the desired competitiveness situation in the future. Adapting to change is the key to survival. The canteen in each faculty of the UM requires several changes and improvements in terms of canteen buildings, canteen cleanliness and canteen services. In repairs and changes to the canteens in each faculty using method force field analysis. According to Sallis [6] force-field analysis is a useful tool for studying situations that require change. It is based on the idea that there are two opposing forces for Change.

One set of forces drives change while another set force resist change. Analysis of the problem using the method force-field analysis: (1) the aim of improving the canteen is for each faculty canteen to provide a clean, hygienic food, excellent service to achieve customer satisfaction and students can comfortably eat in the canteen; (2) identification of the driving forces and inhibiting changes as follows; (a) factors driving change; and (b) factors inhibiting change include: funds or costs for repairing the canteen; lack of awareness from canteen sellers and students about the importance of keeping the canteen environment clean; and obstruct the process of canteen activities if construction or repair is carried out in the canteen building; and (3) Analysis of the key strengths of the canteen problem: weaknesses, the menu served has many similarities between one canteen and another, the canteen building is not adequate and the canteen facilities are inadequate, the service of some canteens is not satisfactory, the space a less clean canteen, and there is no trash can in the canteen room; and threats, rising or unstable prices can cause an increase and almost the same menu every day will make students feel bored and uncomfortable to eat in the canteen because the space is not clean.

The main objective of force-field analysis is efforts to influence policy by finding ways to reduce the inhibiting forces of change and looking for opportunities to benefit from the driving forces of change [7]. So, from the problem of the inhibiting factors of change in finding solutions for improving canteen services by using Total Quality Management (TQM) with the concept of

contribution of thoughts from experts known as The Juran Trilogy put forward by Joseph M. Juran with his thoughts, among others: (1) quality planning (quality planning); (2) monitor and quality control (monitoring and quality control); and (3) quality improvement.

The implementation of The Juran Trilogy is as follows: (a) Quality Planning: Related agencies, namely the UM make policies on hygiene standards for each faculty canteen and apply the ISO 9000: 1 2015 QMS standards regarding Top management shall demonstrate leadership and commitment with Respect to customer focus by ensuring that: (1) customer and applicable statutory and regulatory requirements are determined, understood and consistently met; (2) the risks and opportunities that can affect conformity of products and services and the ability to enhance customer satisfaction are determined and addressed; (3) the focus on enhancing customer satisfaction is maintained; (4) monitoring and quality control: holding a meeting to discuss issues surrounding the canteen, assessing the repair of the canteen, and evaluating the results of the repair and improvement of the canteen; and (5) quality improvement, build or improve canteen facilities and infrastructure, pay attention to food hygiene in accordance with the Minister of Health Decree Number 1098 of 2003, sell affordable food products in the campus environment, improve canteen services and prioritize customer satisfaction.

For the factors of opportunity and driving changes in the force for force field analysis that the canteen has, among others: (1) opportunities, some students like it as a place to gather as well as a place to eat, provide Wi-Fi to do assignments, there is not much competition even though there are many canteens. Which has the same menu; and (2) strength, it was very tasty and has its own characteristics with each other and the price is quite cheap, affordable, satisfactory service, neat and clean and cool.

5. CONCLUSION

Diner is a place or location used for eating and drinking in the canteen there is heavy food vendors and snacks. The types of food sold must meet 4 healthy 5 perfect, and at affordable prices for the University environment. The canteen itself must follow procedures on how to process and maintain the cleanliness of the canteen and pay attention to sanitation hygiene. The criteria for a healthy food canteen consisting of facilities and infrastructure are very supportive of the establishment of a healthy canteen at the University [8], [9], [10]. To achieve a healthy canteen, one should pay attention to existing aspects, including: labour, funds, canteen location, facilities and equipment. The results of canteen research in all faculties only have 6 canteens from 8 faculties, the faculties that do not have canteens, namely FIS and FT.

The Faculty of Engineering does not have a canteen but has a cafeteria which is managed by the Department of Catering. The cleanliness level of the canteen at each faculty does not manifest itself as clean, the faculty canteen which at least meets the feasibility test is the Faculty of Education. The selection of the food menu in the canteen of each faculty has met hygienic standards, as well as the canteen facilities at all faculties have not met the standard of canteen building feasibility. Meanwhile, the range of canteen food costs is affordable among the internal circles of the university.

In each faculty canteen it is necessary to add improvements to the construction and seating facilities for the convenience of canteen customers, menu variations should always be updated so that students do not feel bored and provide more healthy and hygienic food. The implementation of excellent service which must prioritize customer satisfaction is carried out to improve the quality of the canteen [11], [12], [13].

Facilities that must be added are trash cans in each corner of the canteen so that food scraps or food wrappers are not scattered. It would be nice if the food in the canteen does not use a lot of plastic because it can add to the trash in the canteen area. Added Wi-Fi so that students besides eating and drinking in the canteen can also do class assignments [14], [15]. Range affordable prices is also positive and significant impact on customer satisfaction. The more affordable and according to consumer expectations, the customer satisfaction will increase.

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