



The Analysis of Knowledge Towards Dine in Standard Operating Procedure at Restaurant During COVID-19 Pandemic

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Abstract. Tourism involve in a lot of business sector. One of this is restaurant scope. Dine in is common activity. Within pandemic COVID-19, this activity cannot be do and economic activity in restaurant scope being stopped. To keep economic activity going, Indonesia Ministry of Inter Affair & Indonesia Ministry of Tourism and Creative Economy release regulation for restaurant and another place. In mean time (almost 2 years of pandemic), restaurant activity gradually normal. The purpose of this study was to determine level of public knowledge related to standard operating procedure applied at restaurant in pandemic era in decision to dine in. The research method use descriptive quantitative. The population is general public in Tegal City especially who dine in at Thong Dji and Mie Gacoan, amount 50 people. The instrument used in this study is multiple choice objective test. The result of this study indicate the level of public knowledge related to standard operating procedure at restaurant in pandemic era within dine in decisions is still low. Suggestion submitted by research for restaurant which serve dine in is always updating the rules and always reminding the guest to obey standard operating procedure in pandemic era.

Keywords: Knowledge · Standard operating procedure · Dine in decisions

1 Introduction

Tourism involve in a lot of business sector. There is lodging, hotel, travel, tourist attraction, and food & beverage. In food and beverage business, also there is a lot of form. Such us catering, restaurant, café and food & beverage franchise. That place can be found in mall as well as in public place.

But in almost 2 years pandemic of COVID-19 era, a lot of challenge happened. One of rule in pandemic era is not create crowd, but in restaurant a crowd cannot be avoided. At beginning of pandemic, a lot of restaurants closed due the rules.

At other side people confused about this situation. Economic activity is stopped and a lot of people cannot earning money especially in restaurant business. At the moment Indonesia Ministry of Internal Affair and Indonesian Ministry of Tourism and Creative Economy issued an regulation and handbook. The regulation and handbook contains instruction that must be followed by public.

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In almost 2 years of pandemic can be seen restaurant especially in Tegal City filled with crowd. If the guest can be deciding to dine in during pandemic, so guest at least have sufficient knowledge about dine in standard operating procedure during covid-19 pandemic.

The purpose of this study is to determine level of public knowledge related to dine in standard operating procedure at restaurant during covid-19 pandemic.

Notoatmodjo explains knowledge is anything captured by the five sense so can be understood. As someone getting older, comprehension and paradigm will be develop [1].

Knowledge is Ability to recall name, idea, formula etc. without expectation to use it [2].

Sveiby [3] explain that knowledge interflow amongst individuals work groups enables them to enhance their competency and mutually generate new knowledge.

According to Maulana [4] standard operating procedure is a guide which used to ensure operational activity run smoothly.

SOP applies at restaurant in pandemic era which compiled by Indonesian Ministry of Tourism and Creative Economy has been circulated on Indonesian Ministry of Tourism and Creative Economy website.

Pandemic is situation when disease caused by virus has spread throughout the world [5].

WHO declared COVID-19 as a pandemic on March 11,2020 [6]. COVID-19 is disease that attack the respiratory. COVID-19 pullulate first tin at Wuhan, Tiongkok on December 2019. The transmission through droplets and also believed to be transmitted through aerosols [7].

This virus spreading really fast across Asia, Europe to America. BBC quoted from Johns Hopkin University at 5 June 2020 total case whole the world reaching around 6 million cases, with around 300.000 death case. [8]. Qian & Jang explaining that applying PSBB and health protocol is most important and most effective measure to prevent spreading of Covid-19 [9].

In pandemic era restaurant, café, etc. is required to apply new normal protocol. The new standard service not only about serving to the consumer. But from costumers arrival, serving process until leaving the restaurant or café [10].

In a study by Winarso et al. at a restaurant explained that customers have enough health literacy. The figure reach 73% [11].

In June 2020 Indonesia government implementing new normal protocol. Restaurant operational in new normal have applied health protocol include use mask [12].

Indonesia Ministry of Internal Affair and Indonesian Ministry of Tourism and Creative Economy issued an regulation and handbook. The regulation and handbook contains instruction that must be followed by public in the pandemic era. The handbook contain rules applied to guest and restaurants management [13].

Health protocol is applied in restaurant such as provide place or spot to washing hands, provide hand sanitizer, adjust distance between desks and chairs, use mask, and put plastic barrier between people [9].

Decision is selection of two or more option [14]. Lupiyoadi [15] explain consumer decision interpreted as consumer decision to buy or use certain service which is offered based of intention to buy or use certain service. The other side in [16] decision is

encouragement and desire which impellent within a person. The decision process to use product or service begins with recognition on problem or need based on difference between actual state dan desire state [17].

Dine In decision is consumer decision to dine in based on intention to dine to achieve satisfaction and goals.

2 Methodology

This research is a descriptive quantitative study. Quantitative study is based on positivism philosophy, which used to research in specific sample or population and quantitative data analysis [18]. This study used descriptive method, with descriptive statistical analysis.

The instrument in this study used multiple choice objective test with a total of 22 questions. Test are given to obtain public knowledge on standard operating procedure at restaurant in pandemic era. According to Kadir [19] multiple choice test is one of study test. Multiple choice test are objective test where have a clear answer so can be assessed definite.

3 Results and Discussion

The result of the study is obtained from multiple choice objective test of 22 items and the processed according to the purpose of research, namely: a) analysing the knowledge of standard operating procedure applies at restaurant in pandemic era in dine in decision. b) Analysing items where answer wrong more than 50%.

3.1 Analysing the Knowledge of Standard Operating Procedure Applies at Restaurant in Pandemic Era in Dine in Decision

In the multiple-choice objective test related standard operating procedure at restaurant in pandemic era.

Based on Fig. 1 shows about the average percentage of the knowledge respondent related to standard operating procedure. Can be seen percentage people who answered 10–15 items right reached 64%. In other side percentage people who answered 16–19 items right reached 34%. Which means the average knowledge of respondent related to standard operating procedure is not good.

3.2 Analysing Items Where Answered Wrong More Than 50%

In the multiple-choice objective test related to maximum number in queue, minimum distance between seats, maximum duration of dine in and maximum operating hours.

Based on Table 1 shows about average percentage wrong answer of the respondent related to maximum number in queue reached 74% which means the average knowledge of respondent related to maximum number in queue is poor.

Based on Table 2 shows about average percentage wrong answer of the respondent related to minimum distance between seats reached 92% which means the average knowledge of respondent related to maximum number in queue is very poor.

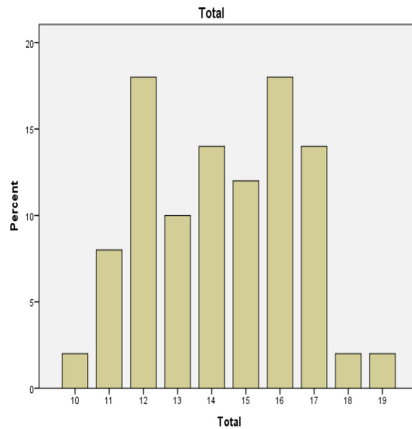


Fig. 1. Average percentage answer of respondent's knowledge related to standard operating procedure at restaurant in pandemic era. Source: Author's Data, 2021.

Table 1. Average percentage of respondent knowledge related to maximum number in queue

Question 11					
		Freq	%	Valid %	Cum %
Valid	0	37	74.0	74.0	74.0
	1	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

Table 2. Average percentage answer of respondent knowledge related to minimum distance between seats

Question 13					
		Freq	%	Valid %	Cum %
Valid	0	46	92.0	92.0	92.0
	1	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Based on Table 3 shows about average percentage wrong answer of the respondent related to maximum duration of dine in reached 90% which means the average knowledge of respondent related to maximum number in queue is very poor.

Based on Table 4 shows about average percentage wrong answer of the respondent related to maximum operating hours reached 86% which means the average knowledge of respondent related to maximum number in queue is very poor.

Table 3. Average percentage answer of respondent knowledge related to maximum duration of dine in

Question 16					
		Freq	%	Valid %	Cum%
Valid	0	45	90.0	90.0	90.0
	1	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Table 4. Average percentage answer of respondent knowledge related to maximum operating hours

Question 17					
		Freq	%	Valid %	Cum%
Valid	0	43	86.0	86.0	86.0
	1	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

4 Conclusion

Analysis of knowledge about standard operating procedure at restaurant during pandemic era within dine in decision is on less good criteria.

Analysis of knowledge about standard operating procedure at restaurant during pandemic era in dine in decision related to maximum number in queue, minimum distance between seats, maximum duration of dine in and maximum operating hours is on poor criteria.

Restaurant management who serving dine in service keep consistent to apply standard operating procedure in pandemic era. And keep reminding the guest to obey the rule.

It is hoped that guest who want to dine in to updating knowledge about standard operating procedure and obey the rule in pandemic era.

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