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Efforts to Improve The Sustainability of Traditional Food Sales At Funny's Kitchen, Bandung

Upaya Meningkatkan Keberlanjutan Penjualan Makanan Tradisional di Funny's Kitchen, Bandung

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Abstract

This study focuses on improving the sustainability of food sales at Funny's Kitchen, a vendor in Foodcourt (canteen) E, University X. After analyzing data from 99 student consumers using Multiple Linear Regression, it was determined that the freshness of food, suitable of food prices with the quality of the food provided, and accuracy of food temperature significantly influence students' likelihood to repurchase from Funny's Kitchen. To enhance repurchase intention, internal enhancements have been recommended, including the use of microwaves to expedite food heating, adding staff to assist with food preparation and service, aligning prices with food quality, and providing training on calculating production costs. The owner of Funny's Kitchen was receptive to suggestions from the PKM team and enthusiastically participated in training on production cost calculation. Following the implementation of these improvements, there has been an observable increase in students' repurchasing intention food from Funny's Kitchen.

Keywords*: declining sales, foodcourt, product quality, price, repurchase intention, multiple linear regression*

Abstrak

Penelitian ini bertujuan untuk meningkatkan keberlanjutan penjualan makanan tradisional di Funny's Kitchen, sebuah tenant di Foodcourt (kantin) E Universitas X. Terjadi masalah penurunan penjualan pada Funny's Kitchen sejak tahun 2022 hingga saat ini. Berdasarkan pengolahan Regresi Linier Berganda yang dilakukan terhadap data dari 99 orang mahasiswa sebagai konsumen utama, ditemukan bahwa kesegaran makanan, kesesuaian harga dengan kualitas, dan ketepatan temperatur makanan berpengaruh signifikan terhadap minat mahasiswa untuk membeli kembali makanan di Funny's Kitchen. Untuk meningkatkan minat mahasiswa untuk membeli kembali, diusulkan perbaikan internal seperti penggunaan microwave untuk mempercepat proses memanaskan makanan, penambahan karyawan yang dapat membantu proses menyiapkan dan menyajikan makanan, menyesuaikan harga dengan kualitas makanan yang disediakan, dan pelatihan menghitung harga pokok produksi. Pemilik Funny's Kitchen sangat terbuka dalam menerima masukan dari tim PKM dan mengikuti pelatihan perhitungan harga pokok produksi dengan semangat. Hasil menunjukkan adanya peningkatan minat mahasiswa untuk membeli kembali makanan di Funny's Kitchen setelah perbaikan diimplementasikan.

Kata kunci*: penurunan penjualan, kantin, kualitas produk, harga, minat membeli kembali, regresi linier berganda*

1. INTRODUCTION

Bandung city is known for its various unique and delicious traditional foods, so it is liked by many groups, both people in Bandung and outside Bandung. The high level of public interest in typical Bandung culinary delights has encouraged the establishment of many typical Bandung culinary entrepreneurs with various production scales, which can be found in various areas of the city of Bandung. The city of Bandung is one of the destinations for culinary tourism, and this culinary tourism plays a role in encouraging tourism in the city of Bandung (Niedbala et al., 2020). As reported by Kompas.com, TasteAtlas 2021 even ranked Bandung as the city with the best

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traditional food in 11th place (Hardiantoro & Pratiwi, 2022). Apart from being known for its culinary delights, Bandung city is also known as a student city. Sindonews wrote that the city of Bandung occupies the top position of the best city for students in Indonesia with a total score of 39.4, even ranking 120th in the world out of 140 cities included in the list of the best student cities in the world according to Quacquarelli Symonds (QS) (Budianto, 2022).

Different types of food from various regions and countries are readily available at different prices. This phenomenon is shaping a new trend in the culinary world, with the popularity of Chinese and Korean food as examples. The variety of food offered is very popular, especially with young people (students for example) who easily get bored and are interested in trying new things. The large number of attractive food choices is a challenge for culinary entrepreneurs in maintaining their existence, especially culinary entrepreneurs who operate in traditional/local cuisine (Qurbatusifa et al., 2023). Traditional/local food is related to geographic location, nature, culture, and the abilities of the surrounding community, and has been consumed since a long time ago (Moyo et al., 2021; Niedbala et al., 2020). Traditional or local food from Bandung, for example, nasi timbel, shake noodles, peuyeum, and others.

The canteen or food court on campus is a place that provides food and drinks and is used as a gathering place for students while waiting for the next activity. Quite a lot of students also use the canteen as a place to do their assignments. Funny's Kitchen is one of the culinary tenants that sells at the Foodcourt (Foodcourt E) of a private university in Bandung (X University), so almost all of Funny's Kitchen's consumers are students. At Foodcourt E, Funny's Kitchen competes with 19 other tenants who sell various types of food and drinks, for example, sushi, noodles, and others. The food provided by Funny's Kitchen is a traditional food that carries the advantages of typical Bandung food, namely yellow rice, uduk rice, timbel rice, liwet rice, tofu meatballs, etc., with a price range of Rp. 15000 to Rp. 31000, and is the only tenant who sells this food. Below in Figure 1 the food sold at Funny's Kitchen is shown:

Figure 1. Funny's Kitchen Food Menu

In running its business, Funny's Kitchen only accepts orders from consumers, while the payment system is carried out centrally at the cashier which is managed by Foodcourt E (Admin, 2020). Income obtained from sales of Funny's Kitchen is handed over to Foodcourt E management in the amount of 25%. Like other canteens located inside schools/universities, Funny's Kitchen never carries out promotions, but Foodcourt E management sells its tenants' food and drink products through GrabFood and GoFood. Selling at the campus food court will of course be greatly influenced by the activities carried out on campus. Based on the results of interviews with the owner, sales will be quieter during mid-semester exams or final semester exams, apart from that, Foodcourt E will be closed during campus holidays so Funny's Kitchen cannot sell. With limited sales time and limited consumers, Funny's Kitchen needs to maximize sales during lectures.

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From the beginning of selling at Foodcourt E until before lectures were carried out online due to the Covid-19 pandemic, sales at Funny's Kitchen could reach 80-90 plates per day, until the owner of Funny's Kitchen employed 3 employees. However, after lectures started to be held on-site again, sales of Funny's Kitchen have decreased, namely a maximum of only 30 plates. This decline has caused the owner of Funny's Kitchen to no longer employ employees, all activities are carried out by the owners, namely a couple husband and wife. Of course, this is very concerning because Funny's Kitchen relies on its income only from Foodcourt E, especially since 25% of sales proceeds must be handed over to Foodcourt E management. Many factors might cause the decline in sales faced by Funny's Kitchen, one of which is external to Funny's Kitchen, for example, competition with other tenants in Foodcourt E and outside the Foodcourt (around campus). Apart from that, sales problems can also be caused by internal factors at Funny's Kitchen, for example, changes in students' tastes who no longer like traditional food, Funny's Kitchen does not provide food that suits students' desires and needs, and the food provided by Funny's Kitchen cannot satisfy students so that students don't want to repurchase food from Funny's Kitchen. Funny's Kitchen should first carry out internal improvements, by researching students as its main consumers.

There are groupings of students regarding their expectations of the canteen, namely groups who prioritize food quality and cleanliness, and other groups who are sensitive to price and speed of service (Carelsa et al., 2023). Various studies in the culinary industry show that product quality and price influence consumers' intention in repurchase at restaurants (Kezia et al., 2023; Ongkowijoyo, 2022), as well as sales of special drinks, for example, boba drinks (Sagara et al., 2023). There is also research that shows that product quality does not affect consumers' intention in repurchasing, for example in research at Mexican restaurants in Bali (Werdiastuti & Agustiono, 2022). Of course, each culinary industry will provide different results, and until now there has been no research examining the influence of product quality and price for traditional food such as Funny's Kitchen which is located in the campus food court, so research needs to be carried out for Funny's Kitchen.

This research aims to provide proposed solutions to the owner of Funny's Kitchen based on students' assessments of the quality of food and prices offered by Funny's Kitchen, as well as how these students' assessments influence students' repurchasing intention of the food offered by Funny's Kitchen. To strengthen the understanding of Funny's Kitchen owners regarding solutions to problems, training carried out regarding improvements that must be carried out by Funny's Kitchen. In order to help Funny's Kitchen owners better understand and address problems, we conducted training on necessary improvements. The research team provided proposed solutions and training, leading to improvements at Funny's Kitchen and an increase in students' repurchase intentions.

2. METHOD

This research used a questionnaire distributed to University X students. The data collected was analyzed using multiple linear regression to determine the factors that influence students' repurchase intention. The results from multiple linear regression processing are used to provide suggestions and become the basis for the training topics carried out. The sub-chapter below, explains in detail the stages carried out, namely the research model, research variables, research sample, data processing, analysis, and suggestions.

2.1 Research Model

To overcome the problem of declining sales that occurred at Funny's Kitchen, a research model was used as in Figure 2 below. This model was chosen because as one of the tenants in the Foodcourt, Funny's Kitchen only has authority in terms of product quality and price dimensions, other dimensions (for example place, promotion, service process, and physical facilities) are the authority of Foodcourt E management.

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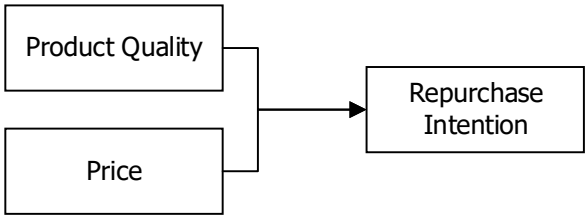

Figure 2. Research Model

This research requires information regarding students' assessments of the food and prices provided by Funny's Kitchen, as well as how these student assessments influence students' repurchase intention of buying food from Funny's Kitchen. Based on the research model in Figure 2 above and the research objectives set, this research involves product quality and price as independent variables, as well as repurchase intention as the dependent variable.

2.2 Research Variable

Consumers often evaluate food quality in terms of freshness, taste, and appearance (Petrescu et al., 2020), therefore these three variables must be included in the research variables. The questionnaire consists of 3 parts, namely student profile, student assessment of Funny's Kitchen's performance from the dimensions of product quality and price, and assessment of student repurchasing intention.

Questions regarding student profiles, consisting of gender, faculty, class, Funny's Kitchen food menu that student have tried, Funny's Kitchen's most popular food menu and reason, Funny's Kitchen's least favorite food menu and reason, frequency of eating at Foodcourt E per week, frequency of eating at Funny's Kitchen per month, reasons to choose Funny's Kitchen, problems student have experienced when purchasing food at Funny's Kitchen, and suggestions for improving service at Funny's Kitchen. The questions regarding the student are in the form of closed questions and open questions. For closed questions, respondents can choose one of the answer options provided.

Questions regarding the assessment of the independent variable, namely the performance of Funny's Kitchen based on the dimensions of product quality and price. The product quality measured in this research is product quality based on consumer perceptions because purchasing decisions made by consumers are based on product quality assessments according to their perceptions (Choi et al., 2024), so product quality is subjective(Sharif et al., 2023). Price is something that is paid in exchange for the product or service received (Sharif et al., 2023).

1. The delicious taste of food at Funny's Kitchen (PERF_PRODUCT1).
2. The attractiveness of serving food at Funny's Kitchen (PERF_PRODUCT2).
3. Accurate food temperature provided by Funny's Kitchen (PERF_PRODUCT3).
4. Cleanliness of food provided by Funny's Kitchen (PERF_PRODUCT4).
5. Freshness of food provided by Funny's Kitchen (PERF_PRODUCT5).
6. Variety of alternative food menus offered by Funny's Kitchen (PERF_PRODUCT6).
7. The food menu offered by Funny's Kitchen is always available (PERF_PRODUCT7).
8. Completeness of food components according to the menu ordered at Funny's Kitchen (PERF_PRODUCT8).
9. Consistency in the quality of food provided by Funny's Kitchen from time to time (PERF_PRODUCT9).
10. The quality of the cutlery used by Funny's Kitchen (PERF_PRODUCT10).
11. Quality of packaging provided by Funny's Kitchen for takeaway (PERF_PRODUCT11).
12. Speed of food serving time at Funny's Kitchen (PERF_PRODUCT12).
13. Affordability of food prices at Funny's Kitchen for students (PERF_PRICE1).
14. Suitability of food prices at Funny's Kitchen with the quality of the food provided (PERF_PRICE2).

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15. Suitability of food prices at Funny's Kitchen with portion sizes (PERF_PRICE3).
16. Food prices at Funny's Kitchen can compete with food prices for other tenants at Foodcourt E (PERF_PRICE4).

For questions regarding the independent variables above, respondents can choose one of the answer options provided, namely a 1-4 Likert scale (1: Very Bad, 2: Bad, 3: Good, and 4: Very Good).

According to Hasan (2013) in Girsang et al. (2020), repurchasing intention is shown in the form of a tendency to repurchase, refer other people, prioritize the product being offered over other products, and willingness to seek information related to the product of interest. The following are questions regarding the dependent variable, namely:

1. I am interested in repurchasing food at Funny's Kitchen (INTENTION1).
2. I am willing to recommend the food provided by Funny's Kitchen to others (INTENTION2).
3. I prefer the food provided by Funny's Kitchen compared to other tenants (INTENTION3).
4. I am interested in trying other food menus provided by Funny's Kitchen (INTENTION4).

Questions regarding the dependent variable above can be filled in by respondents by selecting one of the answer options provided, namely a 1-4 Likert scale (1: Strongly Disagree, 2: Disagree, 3: Agree, and 4: Strongly Agree).

2.3 Research Sample

Questionnaires were distributed to University X students who are the main consumers of Funny's Kitchen. Determining the minimum sample size uses the following formula (Snedecor & Cochran, 1989):

$$n = \frac{Z_{\alpha^2}\ p\ x\ q}{d^2}$$

1. n = minimum sample size
2. 1-α = research confidence level. In this study, the confidence level was set at 95% so that α = 0.05.
3. Z_α = obtained from the Normal table value with α = 0.05, namely 1.96.
4. If the proportion of success is unknown then p is set = 0.5.
5. q = 1 – p
6. d = sampling error that can still be tolerated, in this study it was set at d = 0.1.

Minimum sample size calculation:

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.1)^2}$$

$$n = 96.04 \approx 97 \text{ sample}$$

In this research, 100 questionnaires distributed, using Google Form. Questionnaires were distributed at Foodcourt E, using a purposive sampling technique, namely distributed to respondents with the criteria of students who had tried the food at Funny's Kitchen.

2.4 Data processing

Data collected from distributing questionnaires is further processed using various data processing methods, namely:

1. Validity and reliability testing for the Funny's Kitchen performance assessment variable (independent variable) and repurchase intention (dependent variable). This test was carried out to ensure that the questionnaire used in data collection was able to measure student perceptions and was reliable (Cooper & Schindler, 2014).

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2. Variables that pass validity testing are further processed using classical assumption testing, which is the initial processing that must be carried out before the data is processed using Multiple Linear Regression. This classic assumption test is carried out to ensure that the data is suitable for processing with Multiple Linear Regression (Hair et al., 2014). Classical assumption testing for Multiple Linear Regression consists of testing the assumptions of normality, linearity, homoscedasticity, and multicollinearity. Independent variables must pass all classical assumption tests so they can be processed further with Multiple Linear Regression.
3. Multiple Linear Regression processing was carried out on the Funny's Kitchen performance assessment variable (independent variable) which passed validity testing and all classical assumptions, and the average student repurchase intention (dependent variable). Multiple Linear Regression is used because this research aims to identify independent variables that have a significant effect on the dependent variable (Hair et al., 2014).
4. The average value of Funny's Kitchen performance data and student repurchase intention is calculated to get an idea of the current condition of Funny's Kitchen consumers.
5. The frequency of respondent profile data was calculated to find out the picture of students who are Funny's Kitchen consumers.

2.5 Analysis and suggestions

Analysis has been performed on the results of processed data. Based on the results of Multiple Linear Regression processing and student profiles, a proposal was put forward to Funny's Kitchen. It suggests that improving the performance variable of Funny's Kitchen significantly influences students' repurchase intention. The results of Multiple Linear Regression are also used to select training topics for Funny's Kitchen.

3. RESULT AND DISCUSSION

Of the 100 questionnaires obtained, it turned out that there was one respondent who worked as a lecturer, so the questionnaire was not processed further because it did not comply with the previously determined respondent criteria.

3.1 Validity and reliability testing results

Below in Table 1 and Table 2 are the results of testing the validity of the Funny's Kitchen performance variable and the variable student repurchase intention. The results of validity testing for price performance and quality of Funny's Kitchen products were found to be entirely valid because the corrected item-total correlation value > r table = 0.1964 (interpolation) for N = 99 and $\alpha = 0.05$.

Table 1. Results of testing the validity of Funny's Kitchen performance variables

	Corrected Item-Total Correlation
PERF_PRICE1	.635
PERF_PRICE2	.695
PERF_PRICE3	.772
PERF_PRICE4	.718
PERF_PRODUCT1	.706
PERF_PRODUCT2	.645
PERF_PRODUCT3	.733
PERF_PRODUCT4	.723
PERF_PRODUCT5	.735
PERF_PRODUCT6	.822

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PERF_PRODUCT7	.532
PERF_PRODUCT8	.735
PERF_PRODUCT9	.773
PERF_PRODUCT10	.890
PERF_PRODUCT11	.740
PERF_PRODUCT12	.523

The results of validity testing for the variable student intention in repurchasing are also completely valid because the corrected item-total correlation value > r table = 0.1964 (interpolation) for N = 99 and α = 0.05 (Table 2).

Table 2. Results of testing the validity of the variable student intention in repurchasing

	Corrected Item-Total Correlation
INTENTION1	.774
INTENTION2	.809
INTENTION3	.658
INTENTION4	.616

Tables 3 and 4 below are the results of testing the reliability of price performance and quality of Funny's Kitchen products and the variable student repurchase intention. The results of reliability testing of price variables and product quality variables showed that the research instrument had high reliability with a Cronbach's Alpha of 0.947. The results of testing the reliability of the variable student repurchase intention also show that the research instrument has high reliability with a Cronbach's Alpha of 0.857.

Table 3. Testing the reliability of Funny's Kitchen performance variables

Cronbach's Alpha	N of Items
.947	16

Table 4. Testing the reliability of the variable student repurchase intention

Cronbach's Alpha	N of Items
.857	4

The results of validity and reliability testing show that the research instrument, namely the questionnaire used in this research, is valid and reliable so that it can be used to collect the required data.

3.2 Classic assumption testing results

The following are the results of processing each classic assumption test:

1. Normality testing using the Kolmogorov-Smirnov Test: Normality assumptions are met with a Sig value. 0.166 > 0.05.
2. Linearity Testing using Statistical Linearity: 4 variables do not meet the linearity assumption, namely PERF_PRICE3, PERF_PRICE4, PERF_PRODUCT6, and PERF_PRODUCT7, because they have Sig values. Deviation from Linearity < 0.05.
3. Homoscedasticity testing using the Glejser Test: there is one variable that does not meet the homoscedasticity assumption, namely PERF_PRODUCT8 because it has a Sig value. 0.036 < 0.05.

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4. Multicollinearity testing uses VIF and Tolerance values: all variables have VIF values < 10 and Tolerance > 0.1, meaning that all independent variables meet the multicollinearity assumption.
5. Based on the results of testing the classical assumptions above, 5 independent variables cannot be processed further using Multiple Linear Regression, namely the variables PERF_PRICE3, PERF_PRICE4, PERF_PRODUCT6, PERF_PRODUCT7, and PERF_PRODUCT8.

3.3 Results of Multiple Linear Regression processing

The Multiple Linear Regression processing in this study used 11 independent variables that passed the classical assumption test and 1 dependent variable, namely:

1. Dependent Variable: Average Repurchase Intention (AVG_INTENTION)
2. Independent Variable: PERF_PRICE1, PERF_PRICE2, PERF_PRODUCT1, PERF_PRODUCT2, PERF_PRODUCT3, PERF_PRODUCT4, PERF_PRODUCT5, PERF_PRODUCT9, PERF_PRODUCT10, PERF_PRODUCT11, PERF_PRODUCT12

Below in Table 5 shows the regression model that was formed. The results of Multiple Linear Regression processing in Table 5 show the coefficient of determination (R^2) and correlation coefficient (R) values for each regression model. Based on these results, Model 3 was chosen because it has the highest Adjusted R^2 (Hair et al., 2014) compared to other models, namely 0.532, which shows that 53.2% of the variable student intention in repurchasing can be explained by the performance variable PERF_PRICE2 (suitability of food prices to food quality provided), PERF_PRODUCT3 (accuracy of food temperature provided), and PERF_PRODUCT5 variable (freshness of food provided), while the remaining 46.8% is explained by other variables. The R-value from model 3, namely 0.739, means that there is a strong positive correlation between the dependent variable (students' repurchase intention) and the independent variable.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square
1	.656[a]	.430	.425
2	.719[b]	.518	.508
3	.739[c]	.546	.532

a. Predictors: (Constant), PERF_PRODUCT5
b. Predictors: (Constant), PERF_PRODUCT5, PERF_PRICE2
c. Predictors: (Constant), PERF_PRODUCT5, PERF_PRICE2, PERF_PRODUCT3

To see the accuracy of data processing using multiple linear regression, ANOVA processing was carried out, with the following hypothesis structure:

H_0 : The performance variable Funny's Kitchen does not simultaneously affect the average student repurchase intention.

H_1 : The performance variable Funny's Kitchen simultaneously influences the average student's repurchase intention.

H_0 rejected if the Sig value. < 0.05.

The results of processing the ANOVA Model 3 test show a value of F=38.136, with a Sig value <0.05, meaning that the data is suitable for processing with Multiple Linear Regression because the performance variable Funny's Kitchen simultaneously influences the average student's repurchase intention.

Multiple Linear Regression processing continues with calculating regression coefficient values and hypothesis testing using the t-test. The t-test is used to test the significance of the

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influence of each Funny's Kitchen performance variable on students' intention in repurchasing, with the following hypothesis structure:

H_0 : There is no significant influence between the individual performance variables of Funny's Kitchen on the average student intention in repurchasing.

H_1 : There is a significant influence between the individual performance variables of Funny's Kitchen on the average student intention in repurchasing.

Testing the hypothesis of the significance of this regression coefficient uses a 2-way test, therefore the Sig value. variables compared with $\alpha/2 = 0.05/2 = 0.025$.

The results of the t-test for Model 3 show that the variables PERF_PRODUCT5 and PERF_PRICE2 have a value of Sig≈0, while the variable PERF_PRODUCT3 has a value of Sig. of 0.016. All Sig values. is below 0.025, meaning that the three Funny's Kitchen performance variables have a significant influence on the average variable of student repurchase intention. The Multiple Linear Regression Equation formed:

$Y = 0.564 + 0.327X_{PERF\_PRODUCT5} + 0.273\ X_{PERF\_PRICE2} + 0.196X_{PERF\_PRODUCT3}$

Y: average student repurchase intention

XPERF_PRODUCT5: freshness of food provided by Funny's Kitchen

XPERF_PRICE2: suitability of food prices at Funny's Kitchen with the quality of the food provided

XPERF_PRODUCT3: accuracy of food temperature provided by Funny's Kitchen

From the Multiple Linear Regression equation that is formed, it can be seen that the three performance variables have a positive influence on the variable average student repurchase intention, which means that the higher the value of the three independent variables, the average value of student repurchase intention will also increase. These results are to the research results of Kezia et al. (2023), Ongkowijoyo (2022), and Sagara et al. (2023) which state that product quality and price influence consumers' intention to repurchase at restaurants, but this is not by the research results of Werdiastuti & Agustiono (2022) which states that product quality does not affect consumers' intention in repurchasing. Food freshness greatly influences food quality, therefore this variable has the most influence on students' repurchase intention. The freshness of food is also one of the factors that is stated to most influence the level of satisfaction of restaurant consumers in Penang (Rozekhi et al., 2016).

3.4 The average performance of Funny's Kitchen and average student repurchase intention

Below in Table 6 is the average performance of Funny's Kitchen according to student assessments. Based on the results of processing the average performance of the price variable and the quality variable of Funny's Kitchen products from 99 student respondents, the results showed that the variable PERF_PRICE2 (suitability of food prices at Funny's Kitchen with the quality of the food provided) had an average performance of 3.3737, variable PERF_PRODUCT3 (accuracy of food temperature provided by Funny's Kitchen) has an average performance of 3.3030 and the variable PERF_PRODUCT5 (freshness of food provided by Funny's Kitchen) has an average performance of 3.4343. All of these independent variables have a performance level above 3 (based on a maximum Likert scale of 4) which means that students assess Funny's Kitchen's performance as good.

Table 6. The average performance of Funny's Kitchen

Variable	Average
PERF_PRICE1	3.3232
PERF_PRICE2	3.3737
PERF_PRICE3	3.3434
PERF_PRICE4	3.3131

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PERF_PRODUCT1	3.4343
PERF_PRODUCT2	3.3636
PERF_PRODUCT3	3.3030
PERF_PRODUCT4	3.5152
PERF_PRODUCT5	3.4343
PERF_PRODUCT6	3.2828
PERF_PRODUCT7	3.2020
PERF_PRODUCT8	3.3939
PERF_PRODUCT9	3.4040
PERF_PRODUCT10	3.3636
PERF_PRODUCT11	3.3333
PERF_PRODUCT12	3.2626

Table 7 below shows the average value of students' repurchase intention for the food offered by Funny's Kitchen. Table 7 shows that the average value for all variables of student repurchase intention is above 3 (based on a maximum Likert scale of 4), which means student repurchase intention is high. However, the INTENTION3 variable (I prefer the food provided by Funny's Kitchen compared to other tenants), has a lower average value than other repurchase intention variables, namely only 3.0202. This shows that students are interested in buying food from other tenants than Funny's Kitchen.

Table 7. Average student repurchase intention

Variable	Average
INTENTION1	3.3636
INTENTION2	3.3535
INTENTION3	3.0202
INTENTION4	3.2929

3.5 Student profile

To complete the analysis regarding the condition of Funny's Kitchen and the students who are its main consumers, an analysis was also carried out on all respondent profiles. Based on Table 8-10 below, it can be seen that quite a lot of students who eat at Foodcourt E are active students from the class of 2020 to the class of 2023, totaling 87 people (87.9%), with the frequency of them eating at Foodcourt E being at least 1-2 times per week. 30 people (30.3%), while those who eat 3-5 times per week or not necessarily are 67 people (67.7%). This condition shows the potential of the Foodcourt E as a place for students to visit to eat. The frequency of students ordering food from Funny's Kitchen at least 1-2 times per week was 35 people (35.6%), while the schedule was uncertain for as many as 47 people (47.4%). This condition illustrates that 82 people per week (82.8%) is the size of the potential sale for the Funny'Kitchen food menu.

Table 8. Student class

No	Student Class	Frequency
1	2007	2
2	2015	1
3	2018	3
4	2019	5
5	2020	23
6	2021	23
7	2022	19
8	2023	22
9	Koass	1
	TOTAL	99

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Table 9. Frequency of eating at Foodcourt E per week

No	Frequency of eating at Foodcourt E per week	Frequency
1	1-2 times per week	30
2	3-5 times per week	27
3	Almost never	2
4	Uncertain	40
	TOTAL	99

Tabel 10. Frequency of eating at *Funny's Kitchen* per week

No	Frequency of eating at *Funny's Kitchen* per week	Frequency
1	1-2 times per week	35
2	3-5 times per week	9
3	Almost never	8
4	Uncertain	47
	TOTAL	99

Table 11 shows that the majority of students have tried the yellow rice menu, 49 people (49.5%) followed by 20 people (20.2%) who have tried pempek. From Table 12 it is known that as many as 77 people (77.8%) stated that there were no menus they didn't like, followed by the pempek menu for the remaining 7 people, there were several menus they didn't like, but this number was not significant.

Table 11. Food menu that has been tried at Funny's Kitchen

No	Food menu that has been tried at Funny's Kitchen	Frequency
1	Yellow Rice	49
2	Timbel Rice	8
3	Uduk Rice	2
4	Bala-bala	7
5	Baso tahu siomay	4
6	Pempek	20
7	Kemangi Chicken	6
8	Chicken Serundeng	3
	TOTAL	99

Table 12. Least favorite food menu at Funny's Kitchen

No	Least favorite food menu at Funny's Kitchen	Frequency
1	None	77
2	Kemangi Chicken	1
3	Bala-bala	2
4	Pempek	7
5	Sayur asem	2
6	Rice noodle	1
7	Yellow Rice	1
8	White Rice + dishes	1
9	Baso tahu siomay	2
10	Uduk Rice	3
11	Sambal	1
12	Almost all menu	1
	TOTAL	99

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Table 13 shows that 45 students liked yellow rice (45.5%) followed by the pempek menu as many as 15 people. This shows in Table 14 that the Funny's Kitchen food menu is liked by students, also supported by the results of the questionnaire, 59 people (59.6%) chose Funny's Kitchen because of the delicious taste, 17 people (17.2%) had a large variety of food and 18 people had a cheap price. (18.2%). The results of data collection in Table 13 show that the pempek menu is the 2nd rank food menu that is liked by 15 people (15.2%) but Table 12 shows that the pempek menu is also the 2nd rank menu that is not liked by 7 people (7.07%). Therefore, Funny's Kitchen needs to dig up information about what causes the pempek menu to be disliked.

Table 13. The most liked food menu at Funny's Kitchen

No	The most liked food menu at Funny's Kitchen	Frequency
1	Yellow Rice	45
2	Timbel Rice	7
3	Uduk Rice	1
4	Bala-bala	7
5	Baso tahu siomay	9
6	Pempek	15
7	Kemangi Chicken	7
8	Serundeng Chicken	3
9	Just tried once	1
10	None	4
	TOTAL	99

Table 14. Reasons to choose Funny's Kitchen

No	Reasons to choose Funny's Kitchen	Frequency
1	There is pempek	1
2	The large variety of food	17
3	Cheap price	18
4	Just want to try	1
5	Good taste	59
6	All options are correct	2
7	No queue	1
	TOTAL	99

Table 15 shows that 65 students (65.7%) stated that they had no problems when buying food at Funny's Kitchen and 53 students (53.5%) stated that there were no suggestions for improving Funny's Kitchen services, which means that Funny's Kitchen services are considered good. However, Table 16 shows that 13 people suggested that food production be accelerated and 21 people stated that the problem with Funny's Kitchen was that it took a long time to serve food. Based on these results, shows that Funny's Kitchen needs to be fast in the process of making and serving food. The long-serving process may be due to a lack of human resources (as many as 5 respondents suggested adding more workers).

Table 15. Problems experienced when buying food at Funny's Kitchen

No	Problems experienced when buying food at Funny's Kitchen	Frequency
1	None	65
2	Food stock is running out	7
3	Food serving is slow	21
4	Food taste	3
5	Order not made	1
6	Qris payment malfunction	2
	TOTAL	99

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Table 16. Suggestions for improving service at Funny's Kitchen

No	Suggestions for improving service at Funny's Kitchen	Frequency
1	None	53
2	Addition of workers	5
3	Speeding up cooking	13
4	Improves food taste	8
5	The food menu is more varied	5
6	Food serving	13
7	Create a queue number	1
8	Promotion	1
	TOTAL	99

3.6 Follow-up to PKM Activity Survey Results

The survey results were used to have follow-up discussions and explanations between the PKM Team and the owner of Funny's Kitchen. The discussions focused on the survey results, how Funny's Kitchen could improve to increase student repurchasing intention, and suitable training topics for Funny's Kitchen.

3.6.1 Explanation of PKM Activity Survey Data Processing Results

The research team explained the results of processing the questionnaire data that had been distributed previously, so that the owner of Funny's Kitchen understood the assessment of Funny's Kitchen according to the views of students and the profile of students who were consumers of Funny's Kitchen. Below in Figure 3 is an activity explaining the results of questionnaire data processing. The owner of Funny's Kitchen was very enthusiastic and open in receiving an explanation of the results of the questionnaire data processing and provided many responses.

Figure 3. Activity explaining the results of questionnaire data processing

The PKM team and the owner of Funny's Kitchen discussed potential improvements that Funny's Kitchen could make based on the results of the questionnaire data processing. After the discussion, it was concluded that several actions could be taken by Funny's Kitchen, including:

1. Funny's Kitchen needs to increase speed in the process of making and serving food, but still pay attention to the temperature of the food and the freshness of the food when served. It is recommended that Funny's Kitchen provide a microwave so that the process of heating food can be done quickly.

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2. Funny's Kitchen must maintain the taste of the food, especially the yellow rice menu which is the most popular menu.
3. Funny's Kitchen can consider hiring employees who can help with the food preparation process so that food serving can be done more quickly, considering the limited time students have to eat between lecture schedules.
4. Funny's Kitchen needs to calculate the cost of raw materials and other expenses to determine the basic production costs for each menu item. This will ensure that the prices offered to students accurately reflect the quality of the food. In support of this initiative, the PKM Team provided training on calculating production costs for Funny's Kitchen.

Considering the frequency of students eating at Foodcourt E and the frequency of students eating at Funny's Kitchen which is the sales potential of Funny's Kitchen, the improvements made by Funny's Kitchen can maintain and even increase student repurchase intention for traditional food at Funny's Kitchen, and students will not switch to choosing other tenants in Foodcourt E.

3.6.2 Training in calculating the cost of production

Based on the suggestions provided earlier, the research team offered training to the owner of Funny's Kitchen. This training focused on teaching the owner how to calculate the cost of production. The ability to accurately determine production costs is essential for improving the skills of Funny's Kitchen and for setting competitive prices (Putri et al., 2017). The owner of Funny's Kitchen had never carried out detailed calculations regarding the basic production costs needed for each food menu they provided. If the owner of Funny's Kitchen can calculate the cost of production correctly, then they can provide quality food according to the offered price and offer competitive prices compared to the other tenants in Foodcourt E. Providing prices that are appropriate to the quality of the food provided is one of Funny's Kitchen's performance variables which has a significant influence on students' intention in repurchasing (PERF_PRICE2), so the ability to calculate the cost of production is important for the owner of Funny's Kitchen.

Below in Figure 4, you can see the training activities to calculate the cost of production carried out by the research team:

Figure 4. Training activities to calculate the cost of production

Through this training in calculating the cost of production, it is known that Funny's Kitchen can still improve the quality of its food, for example by increasing the quantity of food portions. With this improvement, as well as implementing the suggestions given in the previous section, it is hoped that student repurchase intention for traditional food at Funny's Kitchen can increase.

4. CONCLUSION

This research aims to help Funny's Kitchen, which provides traditional food at Foodcourt E, University of X, in dealing with the problem of declining sales, by conducting research on students as the main consumers of Funny's Kitchen.

1. Questionnaires were distributed to students at University X. From 99 data processed using the Multiple Linear Regression method, it was found that the performance variables of Funny's Kitchen that significantly influenced students' repurchase intention were:
   a. The freshness of the food provided by Funny's Kitchen
   b. The suitability of the price of food at Funny's Kitchen with the quality of the food provided
   c. The accuracy of the temperature of the food provided. provided by Funny's Kitchen.

   These three performance variables have a positive influence on students' repurchase intention, which means that the higher the value of the three independent variables, the average value of students' repurchase intention also increase.
2. Based on average calculations, it is known that all Funny's Kitchen performance variables have a performance level above 3, which means that students assess Funny's Kitchen's performance as good. The average value for all variables of student repurchase intention also above 3, meaning that students' repurchase intention is high. However, the INTENTION3 variable (I prefer the food provided by Funny's Kitchen compared to other tenants), has a lower average value than other repurchase intention variables, namely only 3.0202. This shows that students are interested in buying food from other tenants than Funny's Kitchen
3. Suggestions given to Funny's Kitchen to increase students' repurchase intention, namely using a microwave so that the process of heating food can be done quickly, maintaining the taste of the food, especially the yellow rice menu which is the most popular menu, considering hiring employees who can help with the food preparation process so that food serving can be done more quickly, as well as training to calculate the cost of production for each food menu so that the price offered to students is by the quality of the food provided.
4. Through training in calculating the cost of production, it is known that Funny's Kitchen can still improve the quality of its food, for example by increasing the quantity of food portions.
5. Implementing internal improvements at Funny's Kitchen has proven to increase student's repurchase intention. Further research is recommended to investigate the competition between Funny's Kitchen and other tenants at Foodcourt E. This recommendation is based on the results of questionnaire data processing, which indicates that students are more interested in purchasing food from other vendors compared to Funny's Kitchen (variable INTENTION3).

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