SALES INFORMATION SYSTEM AT PANCORAN 7 LABUAN BAJO RESTAURANT

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ABSTRACT

This study focuses on the development of the information exchange system for Labuan Bajo's Makan Pancoran 7 building. The main goal of the study is to design and implement an information system that can increase operational efficiency and the accuracy of transaction processing in the aforementioned makan. The methodology used in this study includes requirements analysis, system penetration testing, system implementation, and system evaluation. Descriptive qualitative approach, the data collection techniques used are observation and interviews. The data used is in the form of information related to the sales process flow, organizational structure, as well as the vision and mission of pancoran 7 labuan bajo restaurant. The data analysis technique used is qualitative data analysis technique, the stages in the analysis are data reduction, data display, conclusion and verification. Information systems for sales that are implemented include inventory management, sales tracking, order processing, and inventory management. To facilitate data access and handling, web-based pendekatan is used in system development. The research findings indicate that the implementation of this information selling system has improved the operational efficiency of the restaurant, reduced the amount of waste that is produced, and accelerated the sale process.
Keywords: System, Information, Sales, Restaurant.

A. INTRODUCTION

The development of this restaurant raises a variety of concepts or ideas offered to attract customers from both young and old people, from moderate economic terms to rich people. Long-established and newly opened restaurants are trying to introduce or offer new menus so that they can be well received by buyers or consumers. (Kristiyanti & Rahmasari, 2017)

These conditions will lead to increasingly fierce competition between restaurants to attract as many buyers as possible to come visit and enjoy what has been provided. Currently, the development of restaurants (Anisa, Rachma, & Arifin, 2021) is experiencing rapid development. Nowadays in Indonesia the restaurant business is growing quite rapidly, especially in big cities like Labuan Bajo. (Khotimah, Anisa, Pratama, & Arifin, 2021)

The contribution of the development of this restaurant to the development of economic growth is no less than other types of businesses. At first this restaurant was located in the city of Labuan Bajo with the address of the water village house, old market. In 2016, PANCORAN 7 Restaurant moved its sales location because the building contract had expired. So, move the PANCORAN 7 restaurant to the address of Simpang Pede Air Kemiri until now. PANCORAN 7 restaurant has a variety of menus that the chef serves to buyers. Until now the system that is running at PANCORAN 7 Restaurant is still manual, so there is still a possibility of errors occurring such as human error in calculating total income and compiling reports. (Naini, Santoso, Andriani, Claudia, & Nurfadillah, 2022)

PANCORAN 7 restaurant has its own distinctive taste from other restaurants, which is all done manually even though now the era is very advanced, because the owner of this restaurant

believes that, which makes customers always come to buy food at the restaurant because of the different taste and quality food from other restaurants.

PANCORAN 7 Restaurant has several regular customers who always come to PANCORAN 7 Restaurant, many say that PANCORAN 7 Restaurant cuisine has a better taste than other restaurants and has become a favorite of some customers who have tasted PANCORAN 7 Restaurant cuisine. Based on the description of the background of the problem above, this final project report is compiled with the title "Sales Information System at Pancoran 7 Labuan Bajo Restaurant".

B. METHODOLOGY

Type of Research

This type of research uses qualitative research with a descriptive approach, a research procedure that produces descriptive data in the form of written or spoken words from research informants and the behavior of observed research objects, where this research is focused on a particular research object. This research was conducted directly at the company by taking data relevant to the object of research. From this data (Arifin, Pratama, & Utomo, 2023), it is then analyzed and will produce conclusions. The conclusions obtained are only limited to the object under study. (Abdullah & Tantri, 2016)

Data Type

The data used in this research is qualitative data. The qualitative data used is the sales information system. Then other data used in this study is in the form of information related to process flow procedure data, and improving the taste of food in the company. (Pratama & Muhlisin, 2023)

Data Source

a. Primary Data

This data must be sought through sources or in technical terms respondents, namely the people we make the object of research or the people we make as a means of obtaining information or data. Primary data in this study were obtained from interviews with sources who work at the PANCORAN 7 Labuan Bajo Restaurant.

b. Secondary Data

This secondary data is data that supports primary data needs such as reference books, scientific papers, documents, previous research or other reading materials related to this research.

Place and Time of Research

a. Place of Research: the research was conducted at Pancoran Restaurant 7 Jalan Simpang Pede, Labuan Bajo, Flores, NTT.

b. Research time: this research was conducted from March 2021 to May 2021 (completed).

Data Collection Techniques

a. Observation is an activity to find information from the object. However, observation activities also have their own characteristics. The goal to be achieved when carrying out observation activities. this goal is in the form of information regarding the conclusions of the results of observations regarding objects that have been observed in order to be used as a means of science sources.

b. Interviews are oral question and answer activities to obtain information, and interviews are also the main activity in observational studies. Interviews are also known as interviews, which are conversations between two or more people and take place between the interviewee and the interviewer.

The purpose of the interview is to obtain accurate information from the interviewee by asking certain questions to the interviewer. (Nuryadi et al., 2023)

Data Analysis Technique

The data analysis technique used by the author is a qualitative data analysis technique which is data that cannot be quantified or is non-numerical. There are several types of qualitative data analysis techniques according (Ariyani, Darim, Megasari, Siswanto, & Pratama, 2022) such as content analysis, narrative analysis, and discourse analysis. The data analysis technique chosen by the author is the stage in qualitative analysis, namely data reduction, data display and conclusions and verification. Data reduction is a stage of qualitative data analysis techniques. Data reduction is a simplification, classification, and discarding unnecessary data in such a way that the data can produce meaningful information and facilitate drawing conclusions. Displaying data or presenting data is also a stage of qualitative data analysis techniques. Data presentation is an activity when a set of data is arranged systematically and easily understood, so that it provides the possibility of making conclusions. Conclusion and verification is Drawing conclusions and verifying data is the final stage in qualitative data analysis techniques that are carried out looking at the results of data reduction while still referring to the purpose of the analysis to be achieved. (Sugiyono, 2013)

C. RESULTS AND DISCUSSION

Company History

PANCORAN 7 restaurant is one of the businesses established in 2003 by Syafnir as the owner of the restaurant. PANCORAN 7 restaurant only consists of one employee until now. The menu at PANCORAN 7 restaurant has grown a lot every year, with the price still the same for some of the menus. PANCORAN 7 restaurant in 2009 began to open branches, but the owner felt unable to open branches because there were no employees to help at that time, and the owner felt tired because he cooked food for two restaurants at the same time alone. In the end (O'Brien & Marakas, 2016), the branch that had been opened was given to the relatives of the restaurant owner to be used as his livelihood. So that the branch of PANCORAN 7 restaurant has not existed since 2010. At the beginning of 2021, PANCORAN 7 Restaurant was looking for a place to make a branch, but the owner gave the place obtained to one of his relatives who said he wanted to open the same business in the Labuan Bajo area. However, the branch that was opened was not like the branch that occurred in 2010, because the branch that until now stands started from start to finish with its own business without any food delivery system or cooking for two restaurants at once. PANCORAN 7 restaurant also has a large front yard, so that customers who bring vehicles can park their vehicles properly and properly without thinking about a comfortable place to park. And the yard provided does not charge parking fees, because it has been provided for customers who come to the PANCORAN 7 restaurant.

PANCORAN 7 restaurant usually makes a menu that is rarely on the daily menu. Sometimes the menu is not sold to customers, but cooked for the family of the owner of the restaurant. And sometimes if the owner cooks the menu mostly then usually sold part of the menu cooked on that day, sometimes even the owner of the PANCORAN 7 restaurant gives the food to some relatives or close neighbors. The job description of the Pancoran 7 restaurant is:

a. Owner

The owner is responsible for all activities that take place at PANCORAN 7 Restaurant.

b. Manager
   1) Controlling the process of buying and selling transactions at PANCORAN 7 Restaurant.
   2) Ensure the satisfaction of customers served
   3) Carry out policies and procedures that apply in the restaurant.

c. Cashier
   1) Prepare all work-related needs before the outlet opens.
   2) Record empty items complained about by consumers and reported to the oulet manager.
   3) Responsible for deposit money.

d. Chef
   1) Prepare and control product quality
   2) Create recipes and cook dishes with restaurant specialties

3) Determine and measure food ingredients that will be cooked
4) Serving a dish that tastes good, looks beautiful and is worth paying for.
e. Steward (introduction) is someone who has the duty and responsibility of serving the needs of eating and drinking for guests in a professional manner.

Results

The results of the research conducted interviews with several workers at the PANCORAN 7 restaurant as follows:

a. Owner
  1. How to run a business well?
     The main thing is to be mentally prepared and have good intentions, have capital and be able to choose a location with a strategic or possible location for business.
  2. What are the advantages of your restaurant compared to others?
     The advantages in general do not exist, but the taste of the menu served such as Rendang has a different taste from other restaurants. There have been many consumers who say that the taste of rendang from PANCORAN 7 restaurant is better than other restaurants.
  3. What are your hopes for the business that has been running for quite some time?
     The hope is to be able to have a place to sell alone (not a contract) and want to open a restaurant with a variety of menus to be served to consumers.

b. Manager
  1. What are the things that give you enthusiasm or motivation in running a business?
     Having real goals, having a benchmark for success, joining the business community, and doing inspirational things to motivate yourself and others.
  2. How do you define success?
     When you end the day and know that you have done a good job, fulfilling the quality you want in running the business.
  3. What is the standard in meeting customer satisfaction?
     Being friendly to customers, having quality for the products enjoyed, good service quality and as expected, and relatively cheap product prices but the taste value of a quality product.

c. Cashier
  1. What is your objective in becoming a cashier?
     The goal is to maintain service to customers, to process sales quickly, accurately, efficiently, and thoroughly.
  2. What attitude should a cashier have?
     A smiling attitude, be able to respond to questions and complaints from customers, have an honest attitude and can be trusted by customers, and be thorough in working.
  3. How to be a good cashier?
     Running the sales process and receiving payments, helping to provide information to customers, and checking products before they are given to customers.

d. Chef
  1. How were you trained to cook?
     Actually, no one was trained. However, because from childhood I often saw and was curious about what my siblings or relatives cooked, I became motivated and took the initiative to cook.
  2. Tell me about a difficult situation and how do you handle it? (difficult extreme not extreme, handle failed dishes)
     Never experienced a difficulty, because when starting cooking the first thing to do is check the ingredients and prepare them.
  3. What is your favorite dish to cook? How many different kinds of food can you produce or have you produced?
     My favorite dish to cook is fish curry. Because I feel confident in the flavors I make, there are many types of food that can be made, about 17 dishes are served every day.

e. Waiter (delivery person)
1. What are the things that waiters do?
Serving customers who come, being friendly to customers, taking customer orders and serving them at the customer's dining table.
2. What are the criteria for waiters?
Have a high social awareness, have good habits, and can communicate effectively with customers.
3. What activities do waiters do before the restaurant opens?
Checking the tidiness of the dining table, cleaning the dining table using rags and cleaners, and arranging the materials used at the dining table such as spoons, glasses, forks and tissues.

From the results of interview research and also obtaining some data that has been carried out by researchers so far, a flowcart of the process flow procedure at the PANCORAN 7 Labuan Bajo Restaurant is obtained.
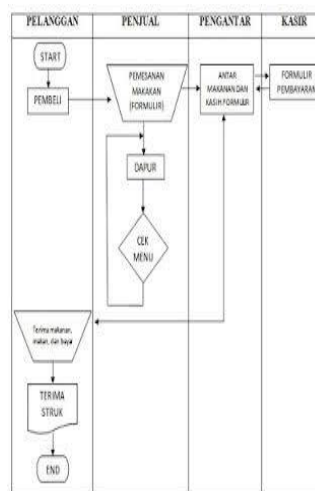
Discussion

From the results of interviews conducted by the author to sources from the PANCORAN 7 Labuan Bajo restaurant, the author has examined the information system on sales with the aim of describing the process flow procedures used in this PANCORAN 7 restaurant. And the results of this study can add references from other restaurants. This research can be compared with other restaurants because there are several things that are not found in other restaurants. PANCORAN 7 restaurant has a fairly short process flow procedure because of the high costs borne by the informant when he wants to follow the current era, where other restaurants do not use manual processes. However, the taste in this restaurant is also not like a restaurant in general, the distinctive taste that this restaurant has that makes the PANCORAN 7 restaurant unique, because the taste is more delicious. this shows that the process flow procedures used are still not fully complete and very short because there is no design or that via other transactions. (Zaman & Pratama, 2023; Hartono, 2012)

D. CONCLUSION

Based on the final results obtained from research, and observations can be concluded as follows:
1) The information system used in making sales at restaurants is not yet accurate or precise in value. Because sometimes by using a manual process there is still something wrong in the calculation of the sale.
2) The system used for payment only uses a cash payment system. For now, there are some banknotes that are no longer sold and to find change is very difficult.

3) In this restaurant, it is necessary to design an information system to make it easier to carry out sales transactions and check transactions quickly and effectively. Data can be stored in an organized manner and facilitate certain processes.

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