ANALYSIS OF STUDENTS' PERCEPTION OF QUALITY GHOST KITCHEN SERVICES
(CASE STUDY ON STUDENTS IN SEMARANG CITY)

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*Abstract.* Ghost Kitchen is a type of restaurant that offers online delivery and takeaway. The ghost kitchen business can optimize the delivery system by working with a trusted food delivery service. This study aims to analyze student perceptions of the quality of ghost kitchen services in the city of Semarang. The research method used is a qualitative research method by collecting data through in-depth interviews and observation. The research subjects consisted of 3 students and 3 ghost kitchen entrepreneurs in Semarang City. This study focuses on the dimensions of reliability, certainty, tangible, and responsiveness in ghost kitchen services. Data were analyzed continuously throughout the study. In addition, this research will be complemented by a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by the ghost kitchen. The results showed that students in Semarang City tend to choose food delivery service platforms that are easy to use, choose well-known restaurants, pay attention to quality and price, like a variety of choices, and like food delivery services that are fast and safe. The results of this study are expected to provide students with an understanding of the quality of ghost kitchen service and provide recommendations for improving the quality of this service.

*Keyword*s: *Ghost Kitchen;  Services quality; Students' Perception*

## INTRODUCTION

### a. Background

One of the new business patterns in the Ghost Kitchen business is to offer a diverse menu, Ghost kitchen only focuses on food delivery services, so it is very important to offer a diverse menu to reach a wider target market. By offering a diverse menu, the Ghost kitchen business can adjust to consumer tastes and expand market reach. In addition, improving food quality is also a new business model that can be applied to the ghost kitchen business. In order for the business to remain competitive, the quality of food must be continuously improved. Ghost kitchen businesses can adopt technology that enables faster and more efficient food processing, thereby increasing operational efficiency and food quality.

Another new business pattern that can be applied to the ghost kitchen business is offering fast delivery services. Since delivery is key in the ghost kitchen business, it is important to offer fast and efficient delivery services so that customers remain satisfied and the business continues to run smoothly. continues to grow. these factors, there are also external factors that become determining factors such as individual differences and the influence of the environment. Likewise, in searching for information for desired needs, the Covid-19 pandemic has reduced the need to shop immediately to visit shops or retailers and replace it with buying needs online. maintain personal safety and health factors. This pandemic has caused a change in selling food, which usually goes through restaurants, shops, or food stalls, to selling food online. Data from liputan6.com shows that the policy of facilitating public mobility has driven the skyrocketing use and demand for online transaction services

(online shops), be it shopping through marketplaces, e-commerce, or ordering food through delivery applications that minimize direct physical interaction. Based on data from the electronic trading company Activator Sirclo, demand for food and beverage (F&B) products increased by 143% from February to March 2020 (Iskandar, 2020).

The use of online media among students as a place to shop during the Covid-19 pandemic is generally seen because they have certain characteristics that are very adequate. From the results of an online survey, the behavioral characteristics of students in purchasing food delivery in Semarang are: a) Easy to Use: Students in the city of Semarang tend to choose food delivery service platforms that are easy to use, such as Shopee Food, Grab Food, and GoFood. They prioritize convenience in ordering food or drinks, arranging delivery, and making payments easily and quickly. b) Choosing Famous Restaurants: Students in Semarang City tend to choose well-known and popular restaurants or culinary outlets when using food delivery service platforms. They will look for familiar restaurants or get recommendations from friends or family before deciding to order food or drinks. c) Pay Attention to Quality and Price: Students in Semarang City tend to pay attention to quality and price when ordering food or drinks through the food delivery service platform. They will compare prices with quality and look for opportunities to get discounts or special promotions. d) Like Various Choices: Students in the city of Semarang tend to like a variety of food or beverage choices when ordering through food delivery service platforms. They will look for restaurants that offer a variety of food or drink options to suit their tastes. e) Like Fast and Safe Food Delivery Services: Students in Semarang City tend to like fast and safe food delivery services when ordering through food delivery service platforms. They will choose a service that can deliver food or drinks in a short time and safely.

The characteristics of student behavior in purchasing food through food delivery services are currently an important factor in competition between platforms such as ShopeeFood, GrabFood and GoFood. Intense sales level competition between these platforms requires them to continue to innovate and pay attention to customer needs, including students who are the main consumers in this category. Therefore, these platforms must pay attention to the behavioral characteristics of students in online food purchases and provide optimal user experience to win the competition in this increasingly competitive market.

Based on data obtained from the results of the Southeast Strategic survey, Gojek's online food delivery service, namely GoFood, is considered the most superior by consumers in Indonesia. This survey asked respondents' opinions about the quality of food delivery services from three aspects, namely convenience, menu variety, and transaction security. In terms of convenience, GoFood gets the highest score, which is 5.09%. Meanwhile, GrabFood and ShopeeFood each have a score of 4.97%. Then in terms of menu diversity, GoFood excels with a score of 5.18%. While GrabFood is 5.06% and ShopeeFood is 4.86%. In terms of transaction security, GoFood also excels with a score of 5.23%. While ShopeeFood is 5.19% and GrabFood is 5.15%. This survey also found that GoFood was the first food delivery service that 50% of respondents remembered. Meanwhile, the proportions of ShopeeFood and GrabFood are 28% and 22%. The survey was conducted on January 10-14 2022 with 1,200 respondents who live in Greater Jakarta, Medan, Bandung, Semarang, Surabaya, and Solo.

The growing culinary business, especially in big cities in recent years, is due to the increasing needs of urban communities. With higher work activities, they are increasingly ordering food from outside the home. In the city of Semarang, there are lots of people who incidentally come from outside the area and live in rented houses, boarding houses, or even dormitories. Community activities and busyness make them usually want something practical

in terms of meeting food needs. This has become one of the triggers for a separate increase in relation to the development of online application delivery order services.

Restaurants and the MSME culinary industry are a solution in terms of meeting food needs for consumers in the city of Semarang who are reluctant to prepare their own food. Several entrepreneurs in the field of food & drink made one of new innovations provided to consumers, one of which was the ease in the process of sending and serving food to consumers. Along with the needs of culinary business people who need convenience in the food delivery process and also consumers who have limitations in meeting food needs, food delivery services are here to provide solutions. Food delivery services are increasingly in demand lately. Companies engaged in this business model usually work with ghost kitchen businesses and other restaurants in various places so they can order food through their website or application. Then the food that has been ordered by consumers will be delivered by a delivery service using a courier. Services like this are increasingly preferred by the people of the city of Semarang because people no longer need to bother going to locations and queuing. So people just wait at home and food arrives at home.

*Figure 1.1. Food delivery service sales level transaction value*
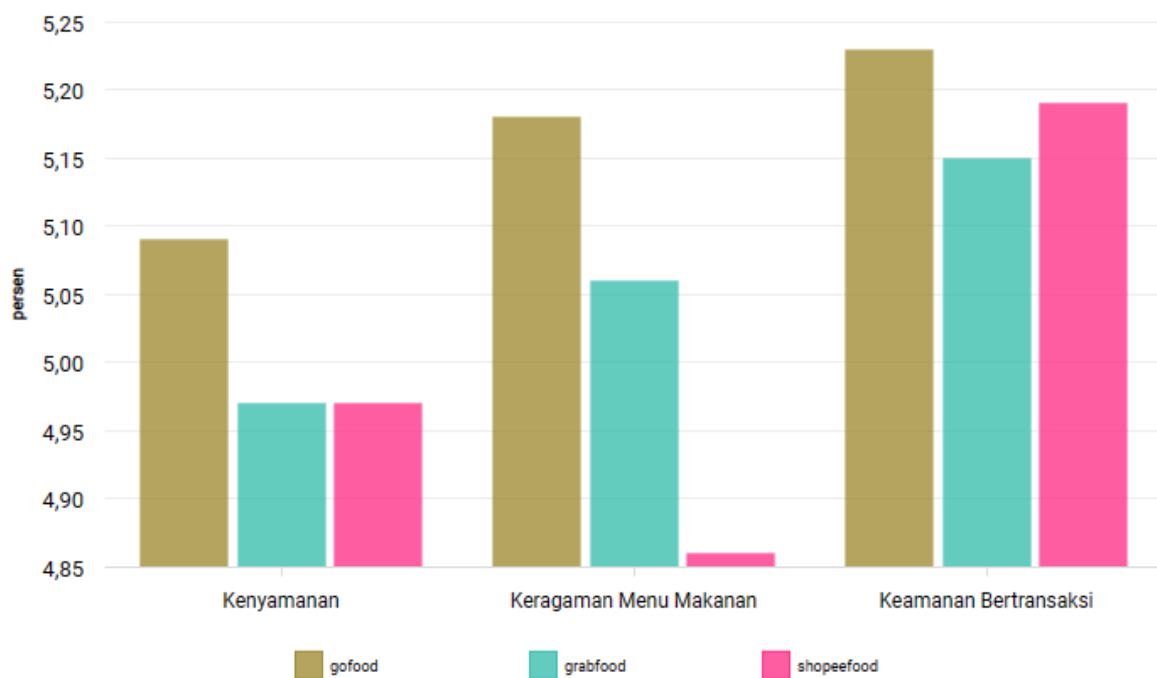


Besides that, in running a business, it is important to pay attention to the quality of service provided to customers. Good service quality not only helps businesses retain existing customers but can also attract new customers and build a positive image in the market. Therefore, it is necessary to review the importance of service quality in maintaining the sustainability of a business.

This study focuses on the trending culinary field, namely the ghost kitchen business. In today's digital era, where many people choose to order food online, the ghost kitchen business has emerged as an innovative and efficient solution.

### b. Formulation of the problem
1. How is the student's perception of the concept ghost kitchen?
2. What factors influence student perceptions of service quality in ghost kitchens?
3. How does the quality of the ghost kitchen's service affect students' interest in using the services Ghost Kitchen?

### c. Objective
1. To understand students' perceptions of the service concept ghost kitchen.
2. To identify the factors that influence student perceptions of service quality ghost kitchen.
3. To analyze the effect of ghost kitchen service quality on students' interest in using the service ghost kitchen.

### THEORETICAL BASIS
MSME theory, consumer behavior, and online sales are three aspects that are interrelated in a business context. MSMEs or Micro, Small, and Medium Enterprises have an important role in the Indonesian economy. MSMEs are regulated in the Law of the Republic of Indonesia No.20 of 2008 and are recognized as different entities from large-scale businesses. MSMEs have a special position because the number of actors is very large and they are the backbone of the community's economy, especially in the face of an economic crisis. Therefore, MSMEs need to be maintained and developed as part of efforts to achieve a balanced, developing, and just economic structure.

In the context of SMEs, the study of consumer behavior is relevant because consumers are one of the important factors that influence business success. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and satisfy their needs and wants. Consumer behavior can be divided into rational and irrational consumer behavior. Rational consumers choose goods based on needs, while irrational consumers can be influenced by advertising, promotions, or emotional factors. The study of consumer behavior involves three research perspectives, namely a decision-making perspective, an experiential perspective, and a behavioral influence perspective. Consumer behavior research uses research methods and procedures from various disciplines, such as psychology, sociology, economics, and anthropology.

In the digital era, online sales have become a significant phenomenon. Online sales use the internet as a medium to market products or businesses. The internet has created a new market that is different from the traditional market. In online selling, the market does not depend on physical location, but becomes intangible and can cross geographical boundaries. In an online business, business owners can open virtual stalls through a domain created for the product being marketed. Ease of access and trust in using online marketplaces are important factors in online purchasing decisions. Complete and quality information is needed by prospective buyers in making online purchase transactions.

With the link between MSMEs, consumer behavior, and online sales, it appears that MSMEs need to understand consumer behavior in the context of online sales. MSMEs need to follow digital trends and utilize the internet and online platforms to market their products. In running an online business, MSMEs need to pay attention to consumer behavior, both in decision making, experience, and behavioral influences. Complete and quality information and ease of access are the key factors in attracting

### Service Quality (Servqual)

Following are some dimensions of service quality using the SERVQUAL (Quality of Service) model developed by Parasuraman. The SERVQUAL model is applied in making a comparison of the two main factors that influence service quality, namely the customer's perception of the actual service provided received (perceived service) and the customer's perception of the actual service expected (expected service). There are five dimensions of SERVQUAL, which can be applied in service quality to customers and consist of the following elements: 1) Reliability, namely the ability of a business actor to provide promised services to consumers accurately (accurately), and the ability to be trusted (dependably) ), especially in providing services on time, in the same way, according to the promised schedule and without making mistakes. 2) Certainty, namely business actors must have the knowledge, courtesy, food safety, communication skills, and the ability to develop as a form of increasing customer confidence in the business being run. 3) Tangible, or the ability to provide ghost kitchen services is very important for customer satisfaction, even though the service does not have an on-site dining area. In the context of a ghost kitchen, tangible elements can refer to food packaging, delivery equipment, and the ability to control food temperature and cleanliness.

Customers expect food to be delivered in safe and attractive packaging so that they can add to the pleasant experience of enjoying food at home. Delivery equipment such as quality food bags or boxes can also increase customer confidence in ghost kitchen services. 4) Empathy, is an important dimension in assessing service quality. Empathy Refers to the ability of service providers to pay attention to and understand customer needs, wants, and problems, and provide appropriate attention and care to increase customer satisfaction. 5) Responsivines (responsiveness), namely providing good service to consumers quickly and precisely. From the explanation according to Parasuraman about the dimensions of service quality above, it can be concluded that several dimensions are appropriate for ghost kitchen (consumer) service quality. The five dimensions: reliability, certainty, tangible (physical evidence), empathy (empathy), and responsiveness (response) in this study are used as indicators to measure the quality of ghost kitchen service.

## METHOD

This study uses a qualitative research method that is descriptive and uses analysis. The theoretical basis is used as an umbrella and support for understanding the facts on the ground. The research was conducted from March to May 2023 after the COVID-19 pandemic, in Semarang City. The research subjects consisted of students and ghost kitchen entrepreneurs. The number of research subjects was 6 people, with 3 students and 3 ghost kitchen entrepreneurs. Students were chosen because they have used ghost kitchen services and have an important perception of service quality. Ghost kitchen business actors are chosen because they are responsible for service and product quality.

The object of research is student perceptions of the ghost kitchen service quality in the city of Semarang which will be measured through several dimensions. Data collection was carried out through in-depth interviews and observation. Data analysis was carried out during the research and will be followed by a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of the research subjects.

## RESULTS AND DISCUSSION
### a. Ghost Kitchen concept

The ghost kitchen business is a culinary business that relies on a delivery system by working with a trusted and wide-reaching food delivery service that only serves online

delivery and takeaway open to designated areas or outside the delivery zone and helps generate new business and brand awareness. In this era of global technology, almost everyone has access to personal digital devices. Limitation factors related to the digitization aspect will have an impact on businesses to continue operating, due to shifts in demand and customer preferences in food delivery due to order restrictions. dine-in and shelter.

Business Ghost Kitchen can optimize the system delivery by working with food delivery service trusted and has a wide range. In addition, utilizing technology is also a new business pattern that can be applied to business ghost kitchens. Ghost Kitchen prioritizes operational efficiency and the use of technology resulting in lower operating costs than conventional restaurants. This is because Ghost Kitchen can operate in smaller locations and have fewer staff, as it does not require table service or dining room setups. Besides that, GhostKitchen can help generate new business and increase brand awareness. Businesses can use the concept of Ghost Kitchen to test markets and develop brands without having to build expensive physical restaurants. Draft Ghost Kitchen also allows businesses to expand geographic coverage without having to physically open new branches, as they can work with a food delivery service trusted and has a wide range.

In a wider context, Ghost Kitchen is a business concept that emerged from technological developments and shifts in customer preferences in the culinary industry. This concept allows businesses to continue to operate and develop brands without having to build expensive physical restaurants, thereby increasing business efficiency and generating more new business. innovative and adaptive to market changes.

Service quality can be defined as how much there is a difference between the reality and expectations of customers for the services they receive. If the perceived service is as expected, the quality of the service will be seen as good or positive. If the imagined service exceeds the expected service, then service quality is said to be ideal quality. Vice versa if the service is seen as worse than the expected service, the quality of the service is said to be negative or bad. So whether or not the quality of service depends on the ability of the service provider to consistently provide services according to customer expectations

## b. Service quality factors

The results of this study indicate that student perceptions of the quality of service provided by the ghost kitchen are strongly influenced by several factors. One of the influencing factors is service restrictions. Based on observations from the NDA, students considered that the ghost kitchen provides satisfying service and meets consumer expectations. However, according to NWD, there are still some advantages and disadvantages in service policies that need to be improved. Ghost kitchen service reliability is important to build customer trust, but sometimes it can be disrupted by irresponsible driver behavior, for example, drivers get orders but don't reach the customer.

The second factor that influences student perceptions is the timeliness of delivery and suitability of orders. Based on observations from NWD, the reliability of the service provided by the ghost kitchen is very reliable, especially in urgent situations, but sometimes there are delays in food delivery, but students still understand this condition. They also say that the ghost kitchen still has accuracy in sending orders as requested. However, there are some external factors such as weather and road conditions that can affect the delay of orders. Ghost kitchen

is constantly working to improve delivery reliability and looking for solutions to reduce the impact of these factors.

The third factor that influences student perceptions is the quality of food received. Based on observations from SDA, students feel comfortable and trust the quality of the food they receive from the ghost kitchen. Ghost kitchen businesses are also very concerned about the quality of the food delivered to customers and take action to maintain or improve the quality of their food. They listen to customer feedback and carry out regular evaluations on the delivery process to ensure consistent quality of service.

In addition, students' assessment of the service quality of the ghost kitchen also concerns other aspects, such as the ease of ordering food, conformity to orders, packaging, and appearance received. Observations show that sometimes there is a discrepancy between the information displayed in the application and the actual availability. Ghost kitchen is committed to increasing customer convenience and ensuring order conformity. They also respond proactively and constructively to student feedback on packaging and display.

## c. The effect of service quality on student interest

The effect of ghost kitchen service quality on student interest in using services ghost kitchens is heavily influenced by how good ghost kitchens pay attention to customer needs and preferences in providing menus. Based on observations from SDA, ghost kitchen has proven to pay attention to customer needs by providing a variety of menu choices to suit customer desires. They try to provide the best service in fulfilling consumer orders. Businessmenghost kitchen also revealed that they pay attention to customer needs by adjusting targets, such as providing menu A, B, or C according to customer preference. This aims to ensure customer satisfaction and encourage customers to use their services repeatedly.

In addition, in the event of a customer inquiry or complaint regarding the service, parties host kitchen demonstrating a responsive approach. Based on observations from the NDA, they receive complaints from consumers and provide answers to any questions asked. Party responseghost kitchen depending on their level of activity, which can be seen from how many orders are coming in and their readiness to serve food. Nonetheless, parties ghost kitchen-strive to provide a quick response and answer consumer questions or complaints as best as possible. This shows their commitment to providing good service and giving trust to customers.

Table 1.1. Swot analysis of student perceptions on service quality

| Strength(Strengths): | Weakness(Weaknesses): |
|---|---|
| • ghost kitchencan be relied upon in providing services desired by customers. They are able to provide efficient and reliable service when needed urgently. <br> • ghost kitchenhas the accuracy in sending orders according to what is requested by the customer. They pay attention to custom fit and take care of their image. <br> • Students feel comfortable and confident with the quality of food received from ghost kitchen. ghost | • Although there are several good aspects, there are still advantages and disadvantages in service reliability that need attention and improvement. <br> • Sometimes there are delays in food delivery, which can affect customer satisfaction.ghost kitchenit is necessary to continue to improve delivery reliability and find solutions to reduce the impact of external factors such as bad weather or congested/damaged road conditions. |

| | |
|---|---|
| kitchen paying attention to the level of comfort and quality of food through safe packaging and delivery processes. | • Sometimes there is a need to improve the quality of the food and packaging served to customers customer. Improvements in this regard are essential to provide greater trust to consumers. |
| **Opportunity(Opportunity)** | **Threat(Threats)** |
| • By increasing service reliability, ghost kitchen can improve reputation and restore customer trust. This can help them expand their customer base and increase market share.<br>• By improving delivery timeliness and order conformity, ghost kitchen can increase customer satisfaction, expand customer base, and build a good reputation.<br>• By consistently maintaining food quality, ghost kitchen can retain satisfied customers and build a reputation as a provider of quality food. | • If there is a deficiency or failure in the service provided, the customer can give a bad rating and damage the ghost kitchen's reputation. Therefore, the ghost kitchen needs to take appropriate action to fix the problem and improve reliability.<br>• Delivery delays or order discrepancies can result in customer dissatisfaction and a loss of trust. Ghost kitchen needs to address this issue effectively to maintain their customers and reputation. |

Table 1.2. Swot matrix of student perceptions on service quality

| SO strategy | WO strategy |
|---|---|
| • Improving service reliability to expand customer base and increase market share.<br>• Improved reputation through improved delivery timeliness and order conformity. | • Increase service reliability to improve reputation and build customer trust.<br>• Improve food and packaging quality to retain satisfied customers. |
| **ST Strategy** | **WT Strategy** |
| • Take appropriate action to correct service problems and improve reliability to prevent poor ratings and reputational damage.<br>• Handle delivery delays and order discrepancies effectively to maintain customers and reputation. | • Addressing weaknesses in service reliability to prevent a decline in customer trust and satisfaction.<br>• Solving food and packaging quality issues to maintain reputation and customer trust. |

**CONCLUSION**

Ghost Kitchen is a rapidly growing business concept in the culinary industry, where the business offers online delivery and takeaway using digital technology as part of its operational strategy. The Ghost Kitchen concept provides many benefits, such as reduced operating costs, flexibility in brand development, and increased geographic reach through collaboration with food delivery services. Service quality factors that influence customer perceptions of Ghost Kitchen include service reliability, timely delivery and conformity of orders, as well as the

quality of food received. Ghost Kitchen's service reliability is an important factor affecting customer trust. Customers expect reliable and consistent delivery in fulfilling their orders. Timely delivery and conformity of orders are also important for customers to be satisfied with the services provided. The quality of the food received also plays a role in Ghost Kitchen's customer assessment, where customers expect food that is made to order and of good quality. To maintain and improve service quality, Ghost Kitchen needs to take corrective and innovative actions. Service reliability can be increased by addressing delivery issues, improving food quality, and enhancing reputation through effective communication with customers. Timely delivery and conformity of orders can be improved through good management in dealing with external factors that affect Ghost Kitchen operations. Food quality can be maintained or improved by listening to customer feedback, engaging the kitchen team in training, and conducting regular evaluations of the delivery process.

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