QUALITY OF PRODUCTS, SERVICES, BUSINESS CAPITAL AND E-COMMERCE TO THE EXISTENCE OF CULINARY BUSINESS IN THE NEW NORMAL ERA

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Abstract
The Goal of This research determine the effect of product quality, service, business capital and e-commerce on the existence of a culinary business in the new normal era. The sample in this study were 40 respondents. Data obtained by interview in the form of a questionnaire. The data analysis technique in this study uses quantitative analysis such as validity test, reliability test, coefficient of determination or R-square, goodness of fit test through F test, and t test to find out whether it is significant or not.

The results of this research in accordance with the T test of the product quality variable, the comparison of the calculated T value of 0.018 > t table = 2.030, so that there is no significant effect on the existence of the business. The service quality variable obtained a comparison of the calculated T value of -0.319 < ttabel = 2.030, so there is no significant effect. The variable of working capital obtained a comparison of the calculated T value of 1.864 < 2.030, so that there is no significant effect on the existence of the business. The e-commerce variable obtained a comparison of the calculated T value of 2.886 > ttabel = 2.030, so that there is a significant influence on the existence of the business.

***Keyword**s: product quality, service quality, e-commerce*

1. INTRODUCTION

The COVID-19 pandemic is experienced by almost all countries in the world, including Indonesia. The impact of the COVID-19 pandemic and Large-Scale Social Restrictions (PSBB) is felt by the community and business actors, especially Micro, Small and Medium Enterprises (MSMEs) engaged in the culinary business or food and beverage business. His income decreased drastically because several offices were closed, many employees were laid off so that people's purchasing power decreased. Besides, some people prefer to cook their own food for fear of buying food outside. This situation makes the culinary business worse off and on the verge of bankruptcy.

As experienced by one of the culinary Micro, Small and Medium Enterprises (MSMEs) in South Jakarta, namely the Blambangan restaurant which was established on September 9, 1989 and is located on Jalan Captain Tendenan, Mampang Prapatan, South Jakarta. Since the COVID-19 pandemic, the restaurant has been empty of buyers, even from March to mid-July 2020 the restaurant is closed. Restaurants began to reopen in mid-July 2020 but their income was not as big as before the COVID-19 pandemic. Before the COVID-19 pandemic his income could reach Rp 4,000,000, - per day or around Rp 120,000,000, - per month, but after this pandemic the

income only reached Rp 750.000,- per day or only around Rp 22,500,000,- per month. The decline in his income was very drastic, reaching 81.25%. Lonely buyers cause huge losses because the merchandise is not sold out. This decrease in the number of buyers resulted in a decrease in income and caused the restaurant to lose money so that several employees had to be laid off to reduce operating costs.

Seeing conditions like this, culinary Micro, Small and Medium Enterprises (MSMEs) must try to increase creativity by creating new innovations both in terms of products and marketing strategies. In terms of products, MSME actors must improve product quality and product innovations offered so that they have an attraction for consumers to buy. Kotler and Armstrong (2004) suggest that product quality is closely related to the product's ability to perform its functions, including overall product, reliability, accuracy, ease of operation, repair, and other valuable attributes.

2. LITERATURE REVIEW

1.1 Quality Dimension

There are eight dimensions of product quality according to Kotler and Keller (2011) as follows: 1). Form, includes the size, shape, or physical structure of the product. 2). Features, aspects of features, characteristics, special services, various benefits that are integrated / brought into a product are exposed to customers / social / general. 3). Performance quality, is the level at which the main characteristics of the product operate. For example price, cleanliness and taste. 4). The impression of quality (perceived quality), consumer perceptions of the totality of quality and brand excellence. 5). Durability, a measure of the product's expected operating life under normal or stressful conditions, is a valuable attribute for certain products. 6). Reliability is a measure of the probability that the product will not malfunction or fail within a certain time. 7). Ease of repair (repairabilty), is a measure of the ease with which a product can be repaired when the product malfunctions or fails. 8). Design (design), is the totality of features that relate to the appearance, feel, and function of the product based on customer needs

So product quality includes several things related to the capabilities and functions of the product. Quality products will make consumers satisfied and generate interest for repeat purchases. In terms of income, it will also increase, as will the smooth turnover of business capital for operations. With the increase in income and the smooth turnover of business capital, MSMEs will still exist and be able to survive in the new normal era. According to Achmad Yurianto (2020), a spokesman for the handling of COVID-19, the new normal is a new order to adapt to COVID-19, including new habits and behaviors based on adaptation to cultivate clean and healthy living behaviors.

In order for MSME to continue to exist in the new normal era, it is not enough to just improve product quality, it must be accompanied by improving service quality. In addition, employees must also implement health protocols by checking body temperature, maintaining distance, washing hands, wearing masks and using face shields. According toTripayana and Pramono (2020) in their research, they found that improving product quality and service quality had a positive and significant effect in shaping consumer satisfaction and creating consumer loyalty for MSME actors.

Zeithaml, Bitner, Grembler (2009) divide service quality into five dimensions, namely:
a) Tangibles/direct evidence, including the appearance of physical facilities such as buildings and room layouts, availability of parking spaces, cleanliness, tidiness and comfort of the room, completeness of communication equipment, and appearance of employees.
b) Reliability is the ability to provide services as promised. Promised services such as providing accurate information, helping to solve problems, and providing reliable services.
c) Responsiveness, namely the willingness of employees to help consumers and provide fast and responsive service, which includes alertness in serving consumers, speed in handling

transactions, and handling consumer complaints.
d) Assurance/Guarantee, includes employee knowledge of the right product, quality of hospitality, attention and courtesy in providing services, skills in providing information, ability to provide security, and ability to instill consumer confidence in the company.
e) Empathy is the individual attention that the company gives to consumers, such as the ease of contacting the company, the ability of employees to communicate with consumers, and the company's efforts to understand the wants and needs of its consumers.

2.2 Startup Capital

To run their business, MSME actors need business capital that is used to finance their business operations. Without capital, SMEs are unable to carry out daily operations. The business capital is expected to be able to help business turnover for the sustainability of culinary SMEs in the new normal era. Kasmir (2008) states that the amount of capital required depends on the type of business to be worked on. This working capital will continue to rotate every period in the company (Riyanto, 2001). Riyanto (2001) also states that working capital is the value of assets or assets that can be immediately turned into cash and used by the company for daily needs, including paying employee salaries, purchasing raw materials, paying transportation costs, paying debts and so on. Suryana (2006), distinguishes capital into four types, namely: intellectual, social and moral capital, mental and material.

2.3. E-Commerce

In terms of marketing, culinary SMEs must boost their business promotion through digital marketing such as e-commerce in order to continue to exist in the new normal era. According to Kotler, Philip and Armstrong (2012), e-commerce is a system of selling, buying and marketing products by utilizing electronics.

The government's appeal regarding Large-Scale Social Restrictions (PSBB) so that the majority of workers do WFH (Work From Home) and LFH (Learn From Home) students make the use of gadgets increasingly widespread. This is an opportunity to use e-commerce as a marketing medium for MSMEs during the Covid 19 pandemic. Hanny, R (2020) in his research suggests that e-commerce can contribute to culinary MSMEs, e-commerce systems can maximize various forms of sales, marketing, and quality of service. Hardilawati, Laura (2020) in her research stated that survival strategies for MSMEs include e-commerce trading, digital marketing, improving product quality, adding services, establishing and optimizing customer marketing relationships.

According to Laudon & Traver (2017) e-commerce has created a new digital market with more transparent prices, ease of access, a global market with highly efficient trade. Some e-commerce that can be utilized by MSME actors in Indonesia are shopee, tokopedia, bukalapak, OLX, gojek, lazada and so on. Research (Hermalia & Agrinawati, 2018) states that e-commerce has a positive and significant effect in increasing the performance and income of MSMEs.

2.4. existence

The tight competition in the culinary MSME business, changes in consumer behavior in the new normal era from offline shopping to online make MSME culinary struggles to maintain the existence of the business that has been built. This condition is a challenge for MSMEs to improve product quality, service quality and marketing strategies through e-commerce.

Graham (2005) suggests that existence is a term derived from the Latin word "existencee" which means to be more prominent, to appear, or to be. The existence indicator used in this study is business continuity which is the sustainability of a business being run, profit and ability to pay debts (Gusti Agung Ayu, 2016).

Based on the description above, the researcher will conduct research with the aim of knowing: (1) the influence of product quality on the existence of culinary SMEs in the new normal era, (2) the influence of service quality on the existence of culinary SMEs in the new normal era, (3) the influence of capital efforts on the existence of the culinary UMKM business in the new era, and (4) the influence of e-commerce on the existence of the culinary UMKM business in the new normal era.

The sampling technique used non-probability sampling. According to Simamora (2004), non-probability sampling is that all populations do not have the same opportunity to become respondents and sampling is based on the considerations of the researcher. Determination of sampling is done by accidental sampling method, where researchers take samples by visiting the respondent and then selecting prospective respondents according to the research criteria who were met by chance at the time of the study. The sample obtained in this study were 40 respondents.

The data collection method used interview techniques by giving questions to respondents in the form of questionnaires. The instrument in this study is in the form of a questionnaire with a Likert scale where each question has 5 (five) options, namely: Strongly agree (SS) score 5, Agree (S) score 4, Neutral (N) score 3, Disagree (TS) score 2, and Strongly disagree (STS) score 1. The data analysis technique used is SPSS for Windows version 22. In this study quantitative analysis uses validity test, reliability test, coefficient of determination or R-square, goodness of fit test through test F, and t test to determine whether or not the coefficient of each independent variable is significant to the dependent variable.

To facilitate interpretation in research based on research variables, an operational definition of the variables in this study is made as follows:

1) Product Quality (X1)
   a. Form: the form of the food/drink served, the portion of the food/drink served
   b. (K1)
   c. Features: the food menu served has distinctive and varied characteristics (K2)
   d. Performance quality:
   e. The food/beverage served tastes good and is guaranteed to be clean (K3)
   f. Quality impression: The quality of the food/beverage served is of the highest quality among the surrounding competitors (K4)
   g. Durability: food/beverage is served hygienically and does not expire (K5)
   h. Reliability: the food/beverage served is safe for consumption (K6)
   i. Ease of repair: if there are complaints about the food/drinks served, they will immediately replace them with the same type (K7).
   j. Design: serving food/drinks served in an orderly manner

2) Service Quality (X2)
   a. Tangibles/Direct evidence: place of business, layout, work tools, employee appearance, comfortable room, complete facilities & infrastructure (P1)
   b. Reliability: speed in service, knowledge of employees about the cuisine menu, reliability in service (P2)
   c. Responsiveness: fast and responsive service, responds quickly to consumer complaints (P3)
   d. Assurance/Guarantee: providing halal food products (P4)
   e. Empathy / Empathy: being friendly when providing services. have a good ability to communicate with consumers (P5)

3. RESEARCH METHODS

This research uses quantitative research methods and explanatory research types. Quantitative research is research that produces findings obtained using statistical procedures and approaches that emphasize testing theories or hypotheses through measuring research

variables in numbers (Sujarweni, Wiratna, 2015). Explanatory research is research that is used to test hypotheses between hypothesized variables (Sani, Achmad & Vivin, 2013).

The location of this research is in Jakarta. The time of research and preparation of research results was carried out from October 2020 to January 2021. The population in this study was culinary SMEs in the Jakarta area. According to Sugiyono (2007), population is a generalization area consisting of objects or subjects, which have certain qualities and characteristics set by researchers to be studied and conclusions drawn.

The sampling technique used non-probability sampling. According to Simamora (2004), non-probability sampling is that all populations do not have the same opportunity to become respondents and sampling is based on the considerations of the researcher. Determination of sampling is done by accidental sampling method, where researchers take samples by visiting the respondent and then selecting prospective respondents according to the research criteria that were met by chance at the time of the study. The sample obtained in this study were 40 respondents.

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   e. Quality impression: The quality of the food/beverage served is of the highest quality among the surrounding competitors (K4)
   f. Durability: food/beverage is served hygienically and does not expire (K5)
   g. Reliability: the food/beverage served is safe for consumption (K6)
   h. Ease of repair: if there are complaints about the food/drinks served, they will immediately replace them with the same type (K7).
   i. Design: the presentation of food/beverage is neatly served (K8)

2) Service Quality (X2)
   a. Tangibles/Direct evidence: place of business, layout, work tools, employee appearance, comfortable room, complete facilities & infrastructure (P1)
   b. Reliability: speed in service, knowledge of employees about the cuisine menu, reliability in service (P2)
   c. Responsiveness: fast and responsive service, responds quickly to consumer complaints (P3)
   d. Assurance/Guarantee: providing halal food products (P4)
   e. Empathy / Empathy: being friendly when providing services. have a good ability to communicate with consumers (P5)

3) Business Capital (X3)
   a. Paying employee salaries: having funds to pay employee salaries (M1)
   b. Purchase of raw materials: have capital to buy raw materials/raw materials (M2)
   c. Paying the freight: having funds to pay for the freight or transportation for the business (M3)
   d. Paying debts: having funds to pay trade debts (M4)

    e. Obtaining business capital: capital to open a business from family assistance / savings money / financing parties (M5)

4) E-Commerce (X4)
    a. Sales system: business sales using e-commerce or online (E1)
    b. Marketing products: with e-commerce it is easier to market products or merchandise, sales applications through e-commerce are easy to access via HP (E2)
    c. Utilizing electronic media: through e-commerce it is easier for buyers to order products or merchandise (E3)

5) Business Existence (Y)
    a. Business continuity: the sustainability of a business being run (U1)
    b. Profit/profit earned (U2)
    c. Ability to pay debts (U3)
    d. Ordering, payment, to culinary delivery (U4)
    e. Obtaining information/easiness of information in making a purchase (U5)
    f. Maximizing various forms of sales, marketing, and service quality (U6)

4. RESULTS AND DISCUSSION

Validity test

The validity test is carried out to find out whether a measuring instrument has carried out its size function (Sugiyono, 2015). Validity test is used to measure whether a questionnaire is valid or not. The test uses 2 sides with a significant level of 0.05 or = 5%, obtained r table 0.312. The instrument is declared valid if r count > r table, and vice versa if r count < r table is declared invalid.

The results of the analysis show that there are 6 items out of 52 invalid statements, namely items K5a, P4a, M5a, M5b, M5c, U1b and 46 items are declared valid. The invalid statement items were deleted, then the research was continued with 46 valid statement items.

Reliability Test

Reliability is a tool to measure the questionnaire which is an indicator of a variable or construct (Ghozali, 2013). Reliability is an index that shows the extent to which a measurement tool can be trusted or reliable and the extent to which the measurement results remain consistent when two or more measurements are made of the same symptom, with the same measuring instrument (Sekaran, 2000). The reliability of the questionnaire in this study was tested using the Cronbach Alpha coefficient formula.

Sekaran (2000) divides the level of indicator reliability with the following criteria: if alpha or r count: 0.8 – 1.0 = good reliability, 0.6 – 0.799 = accepted reliability and less than 0.6 = poor reliability.

Table 1. 5 Variable Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,959	46

Source: processed data, 2021)

Based on the test results using SPSS software, it is known that all statement items from 5 variables with 46 statements show Cronbach's Alpha value of 0.959, meaning that 46 statement items are declared reliable and have good reliability.

Statistic test
a) Coefficient of Determination Test (R2)

Test the coefficient of determination (R2) to measure how much the ability of the independent variable in explaining the dependent variable. According to Sugiyono (2008) if the

value of the coefficient of determination in the regression is getting smaller and closer to zero, it means the smaller the influence of all independent variables on the dependent variable.

Table 2. Determinasition Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701ᵃ	,491	,433	,49493

Source: processed data, 2021)

Based on Table 2 above, it can be seen that:
1) The correlation coefficient (R) is 0.701, meaning that there is a large relationship between the independent variable and the dependent variable because it is close to 1.
2) The coefficient of determination (R2) is 0.491, meaning that the contribution of the independent variable affects the dependent variable by 49.1% while the remaining 50.9% is influenced by other variables or other factors.

b) F test
According to Sugiyono (2008) the value of the F statistic is to show whether all the independent variables referred to in the regression equation simultaneously affect the dependent variable. Ghozali (2013) states that if the significant value is > 0.05 then the hypothesis is rejected (regression coefficient is not significant), but if the significance value is < 0.05 then the hypothesis is accepted (significant regression coefficient).

Table 3. F Test

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,274	4	2,069	8,445	.000ᵇ
	Residual	8,573	35	,245		
	Total	16,848	39			

Source: processed data, 2021)

Based on the F test above, it can be seen that the value of Sig. 0.000 <0.05, it can be concluded that there is a significant influence jointly between the dependent variable (Business Existence) and the independent variable (Product Quality, Service Quality, Business Capital and E-Commerce).

c) T test
The t-test shows how far the influence of one independent variable individually in explaining the dependent variable. The t-test is done by comparing the difference between the two mean values with the standard error of the difference in the mean of the two samples (Ghazali, 2011). If t count > t table or probability < significant level (Sig < 0.05), then the hypothesis is accepted and H0 is rejected, meaning that the independent variable has an effect on the dependent variable. If t count < t table or probability > significant level (Sig > 0.05), then Ha is rejected and H0 is accepted, meaning that the independent variable has no effect on the dependent variable. In this study, there were 5 research variables and 40 respondents, so the T table value was 2.03011.

Table 4. T Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,602	,954		,631	,532
X1	,006	,365	,004	,018	,986
X2	-,111	,348	-,066	-,319	,752
X3	,444	,238	,304	1,864	,071
X4	,443	,154	,510	2,886	,007

Source: processed data, 2021)

Based on Table 4 it can be concluded that:

1) Variable X1 (Product Quality) = T count of 0.018 < T table 2.03011 then H1 is rejected or X1 is proven not to affect the dependent variable Y (Business Existence). T count 0.018 means the effect is positive.
2) The significance value of the X1 variable (Product Quality) is 0.986 > 0.05, meaning that there is a positive and insignificant effect between Product Quality (X1) on Business Existence (Y).
3) Variable X2 (Quality of Service) = T count of -0.319 < T table 2.03011 then H1 is rejected or X1 is proven not to affect the dependent variable Y (Business Existence). T count -0.319 means the effect is negative.
4) The significance value of the X2 variable (Service Quality) is 0.752 > 0.05, meaning that there is a negative and insignificant effect between Service Quality (X1) on Business Existence (Y).
5) Variable X3 (Business Capital) = T count of 1.864 < T table 2.03011 then H1 is rejected or X1 is proven not to affect the dependent variable Y (Business Existence). T count 1.864 means the effect is positive.
6) The significance value of the X3 variable (Business Capital) is 0.071 > 0.05, meaning that there is a positive and insignificant effect between Business Capital (X3) on Business Existence (Y).
7) 4) Variable X4 (E-Commerce) = T count of 2.886> T table 2.03011 then H1 is accepted or X4 is proven to affect the dependent variable Y (Business Existence). T count 2.886 means the effect is positive.

The significance value of the X3 (E-Commerce) variable is 0.007 <0.05, meaning that there is a positive and significant influence between E-Commerce (X4) on Business Existence (Y). Based on the results of the T test above, conclusions can be made in the form of a table as listed in Table 5 below.

Table 5 Conclusion of T Test Results

VARIABEL	T		Sig.		KESIMPULAN
	t_hitung	t_tabel	HASIL	α = 5%	
Kualitas Produk	0,018	< 2,03011	,986	>0,05	Ditolak
Kualitas Pelayanan	-0,319	< 2,03011	,752	>0,05	Ditolak
Modal Usaha	1,864	< 2,03011	,071	>0,05	Ditolak
E-Commerce	2,886	> 2,03011	,007	< 0,05	Diterima

Source: processed data, 2021)

The first hypothesis which states that product quality has a positive and significant effect on business existence is not proven. This is based on the results of research data processing, the calculated t value of 0.018 is smaller than the t table of 2.03011. This shows that product quality has an insignificant influence and relationship on business existence. These results can also be seen from the significance value of the product quality variable, which is 0.986, which is greater than 0.05, which means that it is not significant. So it can be said that product quality has a positive and insignificant effect on business existence. So the first hypothesis which states that "Product quality has a positive and significant effect on business existence" is rejected.

The second hypothesis which states that service quality has a positive and significant effect on business existence is not proven. This is based on the results of research data processing, the t value of -0.319 is smaller than the t table of 2.03011. This shows that the quality of service has a negative and insignificant relationship to the existence of the business. These results can also be seen from the significance value of the service quality variable of 0.752 which is greater than 0.05 which means it is not significant. So it can be said that service quality has a negative and insignificant effect on business existence. So the second hypothesis which states that "Service quality has a positive and significant effect on business existence" is rejected.

The third hypothesis which states that business capital has a positive and significant effect on business existence is not proven. This is based on the results of research data processing, the t-count value of 1.864 is smaller than the t-table of 2.03011. This shows that business capital has a positive and insignificant relationship to the existence of the business. These results can also be seen from the significance value of the venture capital variable of 0.071, which is greater than 0.05, which means that it is not significant. So it can be concluded that business capital has a positive and insignificant effect on business existence. So the third hypothesis which states that "Business capital has a positive and significant effect on business existence" is rejected.

The fourth hypothesis which states that e-commerce has a positive and significant effect on business existence has been proven. This is based on the results of research data processing, the t-count value of 2.886 is greater than the t-table of 2.03011. This shows that e-commerce has a positive influence and a significant relationship to business existence. These results can also be seen from the significance value of the e-commerce variable of 0.007 which is greater than 0.05 which means it is significant. So it can be concluded that e-commerce has a positive and significant effect on business existence. So the fourth hypothesis which states that "E-commerce has a positive and significant effect on business existence" is accepted

CONCLUSION

Based on the results of research and discussion that have been carried out, it can be concluded that: (1) product quality has a positive and insignificant effect on business existence; (2) service quality has a negative and insignificant effect on business existence; (3) business capital has a positive and insignificant effect on business existence and (4) e-commerce has a positive and significant effect on business existence. So of the four variables (product quality, service quality, business capital and e-commerce) only the e-commerce variable has a positive and significant influence on the existence of culinary SMEs in the new normal era. The variables of product quality, service quality and business capital do not have a significant influence on the existence of culinary SMEs in the new normal era.

Based on the results of this study, the authors suggest to culinary SMEs that have not used e-commerce to immediately implement e-commerce in marketing their products so that they are able to survive and continue to exist in the new normal era.

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