

## THE EFFECT OF PROCUREMENT CONVENTION ON FOODS AND BEVERAGES INCOME IN SANUR PARADISE PLAZA HOTEL

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### ABSTRACT

This study is generally aimed at determining the effect of conventions' activities to the income of food and beverage at the Sanur Paradise Plaza Hotel and specifically determining the types of convention and determining percentation of food and beverage income toward the conventions' activities at the Sanur Paradise Plaza Hotel. The data were collected through qualitative and qualitative method with the use of interview and documentation. This research found that there is a significant effect on the total supply of conventions to the income of food and beverage at the Sanur Paradise Plaza Hotel. It can be seen from the result of data analysis by using the simple of linear regression that show the coefficient of correlation  $R = 0.947$  in which it indicates the existence of a positive relationship among procurement and very strong convention on food and beverage revenue. Meanwhile, the coefficient of determination is 89.6% that indicates that the provision of the convention have a direct and significant effect on the income of food and beverages.

Keywords: Convention, income, food and beverage, and Sanur Paradise Plaza Hotel.

### I. INTRODUCTION

#### A. Background of the Study

Quality improvement and additions of facilities and infrastructure, especially in the field of tourism continually be done. Travelers who revisit come with the demands of diverse tastes toward the means, facilities, and products produced. One of them is the convention tourism, conventions existence product is relatively still new in the tourism industry it drastically develop. Meanwhile, what about the food and beverage revenue to the procurement of the convention, if the number of conventions have a significant influence on the income of food and beverages. Consider numbers of conventions in the Sanur Paradise Plaza Hotel are able to develop, then authors further hold a research to determine how much influence the convention activities on the income of food and beverages at the Sanur Paradise Plaza Hotel.

#### B. Formulation of Problem

From this background, the formulation of the problem is whether there is an influence of conventions on the income of food and beverage hotels in Sanur Paradise Plaza Hotel and what is the influence of conventions on the income of food and drinks at the Sanur Paradise Plaza Hotel?

#### C. Research Objectives

The general objective of this study was to determine the effect of conventions on the

income of food and drinks at the Sanur Paradise Plaza Hotel. Moreover, particularly the objective of this study was to determine the types of conventions and determine the percentage of food and beverage revenue over the activities of the convention at Sanur Paradise Plaza Hotel.

#### D. The Research Benefits

##### 1. Theoretical Benefits

The results of this study is theoretically expected to benefit as contributions to the enriching and development of science conventions that have an impact on the income of food and beverages at a hotel.

##### 2. Practical Benefits

For Students: to increase knowledge, especially in the field of convention activities and food and beverage revenue effect and able to apply the knowledge in particular in the area of the convention and the effect of food and beverage revenue.

High School for Tourism Bali International: Expected to add a reference to the campus library as reading material for students and can be used as further research, especially in regard to the activities of the convention and its impact on food and beverage revenue.

For Sanur Paradise Plaza Hotel: This study is expected to be positive and their contributions in which beneficial for Sanur Paradise Plaza Hotel.

## II. LITERATURE REVIEW

### A. Theory Framework

#### 1. MICE

MICE is an tourism activity whose activity is a fusion between leissure and business. As for the parts of the MICE are Meeting, Incentive, Convention and Exhibition.

#### 2. Convention

Based on general understanding of convention, the convention can be interpreted as the activities of a group of people meeting to discuss issues related to the common interest.

#### 3. Income

Revenue is the sale of products or merchandise, income or services rendered services company, remuneration earned by the use of the assets, a source in an economy by other parties and the sale of goods in addition to products or merchandise which resulted in obtaining income or profit in a period.

#### 4. Definition of Income of Food and Beverage

Food and beverage income is an income that received by the department of food and beverages on product sales activity and food and beverage services in a given period.

#### 5. Understanding of Hotel

Hotel is a commercially run accommodation that provides products in the form of service facilities lodging, food and beverage and other services for people who are making a trip. The hotel also has several classifications and different facilities.

### B. Conceptual framework



Frameworks above shows that two variables ( $x$  = Convention) and ( $y$  = income of food and beverages) are interconnected. If the percentage of conventions could be done well, it will be able to increase revenue food and beverage.

### C. Hypothesis

Theory from multiple studies and research carried out earlier then the hypothesis in this research is that there is the influence of conventions on the income of food and beverage at the Sanur Paradise Plaza Hotel.

## II. METHODOLOGY

### A. Place and Time Research

This research was conducted at the Sanur Paradise Plaza Hotel. This study took 3 (three) months, in which from April to July 2015.

### B. Types of Research

This type of research is correlational research type. The correlation research or correlational study is a study to determine the relationship and the level of relationship between two or more variables without any attempt to influence these variables so that there is no manipulation of variables, Faenkel and Wellen (2008: 328). The existence of a relationship and a variable rate is important because by knowing the level of the existing relationship, researchers will be able to develop it in accordance with the purpose of research.

### C. Operational Definitions

Number of conventions ( $X$ ) is the sum of convention activity which is obtained by adding up all convention activities that were carried out at Sanur Paradise Plaza Hotel in a certain time period, for example on a monthly basis for the period January 2013 to December 2014, and revenues Food and Beverages ( $Y$ ) is number of convention activities income earned on each sale of food and beverages held at Sanur Paradise Plaza Hotel at every convention activities within a month for the same period.

### D. Sampling

The sampling of this research is using time series data or data periodically. Time series data or periodic data is data that draw something from time to time or period. Examples of time series data is the target data and the actual number of conventions in the Sanur Paradise Plaza Hotel and targets and the realization of food and beverage sales at the Sanur Paradise Plaza Hotel for 2 years from January 2013 until December 2014.

### E. The type and source of data

The types of data used were qualitative and quantitative data, and the source of data were primary data and secondary data.

### F. The data collection technique.

The technique used to obtain the data were interviews and documentation.

### G. Data Analysis Techniques

- Correlation analysis.
- Analysis of determination
- Analysis of the t-test
- Simple linear regression analysis

## III. RESULTS AND DISCUSSION

Based on the observation results of the data analysis has been done, it is known that the increasion of convention can affect the food and

beverage revenue at the Sanur Paradise Plaza Hotel. By analyzing the data, it is known that the correlation coefficient is 0.947, in which indicates the existence of a positive relationship between procurement and very strong convention on food and beverage revenue, because the value of the correlation coefficient will always be between -1 to +1. If the correlation coefficient value is 0 (zero), it means the correlation are extremely weak or negative. While the results of this analysis is 0.947 which is close to 1 then the result is positive. Positive relationship describes the relationship of unidirectional, for example, when procurement increases, the convention will be followed by an increase in food and beverage revenue. The coefficient of determination is 89.6%, which means the effect of the convention on the procurement of food and beverage revenues amounted to 89.6% while the remaining 10.4% is determined by other variables outside the provision of the Convention that are not discussed in this study. Significance test of regression coefficient *t*-count is 14.0885 *H<sub>a</sub>* located in the reception area, which means that *H<sub>0</sub>* is rejected, so the correlation is significant. In other words, it is true the influence of convention activities at food and beverage revenue at the Sanur Paradise Plaza Hotel.

These results explain that the provision of the convention have a direct and significant effect on the income of food and beverages, meaning that if the higher procurement of the convention will be followed by a noticeable increase (significantly) in food and beverage revenue at the Sanur Paradise Plaza Hotel.

#### IV. Conclusions and Recommendations

##### A. Conclusion

From the results influence the procurement of the convention on food and beverages income at the Sanur Paradise Plaza Hotel can be concluded that the relationship of conventions on the income of food and beverages at the Sanur Paradise Plaza Hotel has a very strong connection, that is equal to (0.947) and has been demonstrated also that convention activity indeed affect the income level of food and beverages at Sanur Paradise Plaza Hotel. The evidence also reinforced the *t*-test analysis, in which the analysis of the scores 13.783 which means that *H<sub>a</sub>* received or there is a significant correlation between the activities of the convention on the income of food and beverages. Influence in the amount of 6.514 million resulting in a positive effect if the sheer number

of convention activities increased, the amount of food and beverage revenue will also rise which can be proved in the regression analysis. With determination analysis, obtained the contribution of conventions 89,6% of the food and beverage revenue. As well as 10.4% influenced by other factors, such as: earnings restaurant and bar revenues from non-convention activities.

##### B. Recommendations

- a) The convention activities can be maintained.
- b) The Sanur Paradise Plaza Hotel should add a variety of products offered in the package convention, such as extra holiday package (for a 3 day convention activities get extra bonus to relax after a tour of the convention), or provide a free 5 items from the mini bar each full day package. In addition to providing more options for consumers, in this way will certainly increase sales of food and beverages at the Sanur Paradise Plaza Hotel.
- c) Promotion of sales of food and beverages to guests, especially who staying at Sanur Paradise Plaza Hotel needs to be improved.
- d) Keep introduced new menus, typical food at every event.
- e) Keep improving the quality of food and beverages as well as service to the guests, both within the hotel and guests from outside the hotel.

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