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## **INTERNAL FACTOR ANALYSIS OF CLEANLINESS, HEALTH, SAFETY, AND ENVIRONMENT SUSTAINABILITY IMPLEMENTATION IN FOOD AND BEVERAGE SERVICES**

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### ***ABSTRACT***

*The Covid-19 pandemic has triggered the journey of life with a new order, in order to adapt to the situation in dealing with disruptions caused by the pandemic. The government, through the Ministry of Tourism and Creative Economy, implements standards and guidelines for the protocol for Hygiene, Health, Safety, and Environmental Sustainability in the tourism sector. Of course this must be applied to all business actors in the tourism industry, including service and beverage providers, which is one of it is bakery. As a tourism owner or entrepreneur and employer, it is important to participate in implementing the CHSE protocol in the business environment. For this purpose, it is important to evaluate the application of the CHSE. In order to achieve that purpose, it is necessary to conduct a research by analyzing the internal factors, the strengths and weaknesses, in the implementation of CHSE, as the objective of this research. This research is a pilot research project. The sample of this research is a brand of bakery business with some branches in the city of Palembang. Data collection was carried out using a questionnaire distributed to employees and employers during the fourth quarter of 2021. The results of this study indicate that in the bakery business it can be said that in the implementation of CHSE, the business has more strength factors compared to the weakness factor, which means that the CHSE implementation activities that have been carried out are good, by employees and employers.*

**Keywords:** Food and Beverages, Internal Factor Analysis, Environment Sustainability, Health.

## INTRODUCTION

The food and beverage business is an important element in tourist attraction, because food is one of the elements of tourist attraction (Cohen & Avieli, 2004) and destination development (Andersson, Mossberg, & Therkelsen, 2017) and affects tourist satisfaction which is an important factor for tourist destinations (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). The importance of these efforts has been tested empirically. One of the studies which shows that tourist satisfaction has a strong influence on the interest in repeat visits proves that among the indicators of tourist satisfaction with these tourist destinations are; prices of food and beverages as well as the availability of quality and varied food in tourist destinations (Bayih & Singh, 2020; Rousta & Jamshidi, 2020). Even food differentiation is used as an important asset for a tourist destination and is considered to have the potential to influence tourists on travel decisions (Rachao, Breda, Fernandes, & Joukes, 2019).

Based on these conditions, it becomes necessary to maintain the existence of a food and beverage business as an effort to create tourist satisfaction in encouraging the interest of repeat tourists. Tourism businesses in the field of providing food and drink include restaurants, rice stalls or food stalls, food stalls, catering services and bakery (Republik Indonesia, 2009, 2010). Unfortunately the existence of the Covid-19 pandemic has created disruptions in various business fields, including tourism. But now that after passing the first and second waves of Covid-19, it is hoped that everything can recover and adapt to the pandemic situation, by carrying out a new normal order. The new life order that is being applied, in its implementation, is supported by various programs, as well as in the tourism sector. For example, the InDonesia Care program is a form of support to promote the efforts of all Indonesian people to realize cleanliness, health, safety and mutual sustainability in tourism destinations.

The Ministry of Tourism and Creative Economy sets standards and guidelines for protocols for Cleanliness, Health, Safety and Environment Sustainability, CHSE, in the tourism sector. Of course this should be applied in all businesses in the tourism industry, including businesses that are important in the tourism sector, namely the business of providing food and beverage services, together with bakery. In the current situation amid the Covid-19 pandemic, health is an important aspect for tourists, where culinary (including bakery) based experiences should also provide health and safety guarantees (Fusté-Forné & Filimon, 2021). One of the main bakery products is bread. Bread has become the third staple food after rice and noodles in Indonesia, and sales of bread have increased in all classes and segments (Hidayat & Rahmawati, 2017). In fact, the bakery business (including bread and cakes) is a potential business in the midst of the Covid-19 pandemic (Sugianto, 2020; Sulistya & Rostanti, 2021). This illustrates the large market potential of the bakery business in Indonesia.

The bakery business has internal factors (strengths and weaknesses) and external factors (opportunities and threats). Internal factor is something important in a competitive competition (Novita & Nurleli, 2020). Previously, research on the bakery business and interest in repeat visits had been carried out by revealing the

product attributes of the business results (Song, Moon, & Lee, 2020). And also, the consumption of food and beverages during travel involving the aforementioned factors and health problems has also been studied (Kim, Eves, & Scarles, 2009; Roustia & Jamshidi, 2020). Nevertheless, there has been no research on the application of CHSE in food and beverages service businesses, as well as bakery. Therefore, this study tries to analyze the application of CHSE from the internal side of the bakery business.

## METHODOLOGY

The population in this study is the employee and or the employee of food and beverage service provider business, including employee and or employer of restaurants, rice stalls or food stalls, food stalls, catering services and bakery (Republik Indonesia, 2009, 2010). While the research sample uses a brand bakery business with some branches in the city of Palembang, which sells sweet bread and has many branches. The reason for choosing this business employee/employer as the sample is since, it is not only the contribution of the business is as food consumed while in tourist destinations, but also as food that can be purchased as souvenirs after travelling. Data were collected using a questionnaire, with a random sampling technique, to 16 human resources from a food service bakery business that is an employee/employer of the business. This number meets the needs of a pilot research, since according to Fink, the minimum number for a pilot study is 10 (Saunders, 2007). The data collection was carried out during the 4th quarter of 2021.

The analytical method used in this research is the Internal Factor Analysis method, since this study aims to analyze the implementation of CHSE in the company from the internal side of the organization, therefore the Internal Factor Analysis Method, IFA is used (Fatimah, 2016; Rangkuti, 2015). Internal Factor Analysis is the formulation of the company's internal factors, which are used to: (1) analyze the company's personal and environmental conditions; (2) analyzing internal conditions in the form of weaknesses and strengths of the organization; (3) Internal Factor Analysis is also used to determine the strengths or strengths and weaknesses or weaknesses of an organization in its environment. Therefore, in this study, an analysis of the strength and weakness variables was carried out. Strengths are defined as organizational/company activities that are running well or resources owned by the company, while weaknesses are defined as organizational/company activities that are not going well or resources that are needed but not owned (Fatimah, 2016). The Internal Factor Analysis is summarized in the Summary of Internal Factor Analysis (IFAS). The stages of making the Summary table of the Internal Factor Analysis are as follows:

1. Determine the factors that are strengths and weaknesses
2. Determine the weight of each factor from 1.0 (very) very important to 0.0 (very) not important.
3. Determine the assessment for each factor with a member scale ranging from 4 to

- 1, based on the influence of these factors on the condition of the company concerned and or analysis of possibilities or opportunities in the future.
4. Determine the score, by multiplying the weight of each factor by its rating (weight x rating)
5. Determine the number or total weighted score of the company, by adding the weighted score, as information on how the company responds to strategic factors in its internal environment.

The factors that become strengths and weaknesses in the application of standards and guidelines for the Cleanliness, Health, Safety and Environment Sustainability protocol in the bakery business are as shown in Table 1.

Table 1 Variable

Dimension	Indicator
Cleanliness	Wash hands with soap/use hand sanitizer
	Availability of washing facilities, hand soap
	All tableware is cleaned and disinfected safely and appropriately
	Availability of closed trash cans
	Increase the frequency of cleaning and disinfection at least 3 (three) times a day
Health	Greetings by clasping both palms on the chest
	Gloves availability
	Reservation services via telephone, social media, and/or other online media.
	Mask availability
	Availability of body temperature measuring equipment
	Availability of markers (sign) to maintain a safe distance of 1 (one) meter
Safety	Check the buyer's body temperature
	Availability of communication tools that work well
	Food take-up is served by the staff
	Carry out technical engineering such as installing partitions between guests and staff
Environment	Maintain air quality at the place of business or at work
	Use disinfectants/other cleaning fluids that are safe and appropriate
	Ensure efficient and healthy use of water and energy sources
	Ensuring that waste and liquid waste processing is carried out in a complete,

	healthy, and environmentally friendly manner
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Source: adapted from the CHSE Implementation Guide in Tourism, Ministry of Tourism and Creative Economy, Republic of Indonesia, 2020 (available at the official website of the Ministry of Tourism and Creative Economy, Republic of Indonesia <https://chse.kemendparekraf.go.id/pedoman>) and adapted to research objective.

## RESULT AND DISCUSSION

### RESULT

#### Internal Factor Analysis Summary (IFAS)

As previously mentioned, the Internal Factor Analysis Summary (IFAS) is used to analyze and evaluate internal factors that are relevant to the research objective, namely the implementation of CHSE. The internal strategic factors for the implementation of CHSE from the researched businesses are summarized and presented in Table 2. Internal factors that influence the CHSE implementation activities of the bakery businesses studied are divided into 2 categories, namely strengths and weaknesses, which include aspects of Cleanliness, Health, Safety and Environment Sustainability.

On the Cleanliness aspect, the bakery business has implemented hand washing with soap/using hand sanitizer, the availability of washing facilities, hands with soap, all eating utensils are cleaned and disinfected safely and appropriately before being used again. However, there are elements that have not been fully implemented, such as the provision of closed trash cans and have not fully increased the frequency of cleaning and disinfection in a safe and appropriate manner at least 3 (three) times a day, especially on the surfaces of equipment and utensils that are frequently touched/passed by people such as tables and chairs, sockets & switches, water faucets, cash register levers, cash registers/cashiers, and more.

In the Health aspect, the bakery business studied has avoided shaking hands with customers, and has replaced it by greeting by clasping the palms together. Then it has provided gloves and provided ordering services by telephone and social media and other online media, but has not fully provided masks at the place of business, body temperature measuring equipment, markers to maintain a safe distance of 1 meter, checking the buyer's body temperature.

In the safety aspect, in the bakery business studied, there are communication tools that function well, and it has been implemented to maintain a minimum distance of 1 meter between the seller and the buyer, and when the buyer takes the food (bread sold) it is served by the staff or employer. Nonetheless this effort has not fully implemented technical engineering such as installing partitions between guests and staff, and to avoid splashing food.

In the environmental aspect, the bakery businesses studied have maintained

air quality in the business premises or at work and have used disinfectants or safe cleaning fluids. However, it has not yet fully ensured the efficient and healthy use of water and energy sources, such as electricity, gas, in order to maintain the balance and sustainability of the ecosystem, and has not yet fully ensured that waste and liquid waste processing is carried out in a complete, healthy, and environmentally friendly manner so as to maintain the environment. and does not cause a new source of spread of Covid-19.

The score value is obtained from the multiplication between Weight and Rating, and the Total Score is the sum of the overall scores of each factor (strengths and weaknesses). After the internal factors are identified, the calculation of the weight and rating values of these factors is arranged in the Internal Strategic Factor Analysis Summary (IFAS) table. The method of calculating the Internal Factor is as shown in Based on the calculation of the data collected, the total score for the strength factor is 2.036 and the weakness factor is 0.595, and the total score for the internal factor is 2.631.

Table 2 Internal Factor Analysis Summary

Dimensi	STRENGTH	Bobot	Rating	Skor
Cleanliness	Wash hands with soap/use hand sanitizer	0,054	3,563	0,192
	Availability of washing facilities, hand soap	0,053	3,938	0,207
	All tableware is cleaned and disinfected safely and appropriately	0,053	3,875	0,206
Health	Give greetings by clasping both palms on the chest instead of shaking hands	0,053	3,813	0,200
	Gloves availability	0,052	3,875	0,201
	Reservation services via telephone, social media, and/or other online media.	0,052	3,938	0,204
Safety	Availability communication tools that work well	0,053	3,875	0,204
	Buyers in taking food are served by officers and keep a minimum distance of 1 (one) meter	0,053	3,875	0,206
Environment	Maintain air quality at the place of business or at work	0,054	3,875	0,209
	Use disinfectants/other cleaning fluids that are safe and appropriate	0,053	3,875	0,197
Total			38,5	2,036
Dimension	WEAKNESSES	Bobot	Rating	Skor
Cleanliness	Availability of closed trash cans	0,053	1,250	0,066
	Increase the frequency of cleaning and disinfection in a safe and appropriate manner at least 3 (three) times a day, especially on surfaces of equipment and utensils that are frequently touched/passed by people such as tables and chairs, sockets & switches, water taps, cash register levers, cash registers /cashier,	0,052	1,375	0,071

	and others			
Health	Mask availability	0,053	1,250	0,067
	availability of body temperature measuring equipment	0,052	1,375	0,071
	Availability of markers (sign) to maintain a safe distance of 1 (one) meter	0,052	1,313	0,068
	Check the buyer's body temperature	0,051	1,250	0,063
Safety	Carry out technical engineering such as installing partitions between guests and staff	0,053	1,125	0,060
Environment	Ensuring the efficient and healthy use of water and energy sources, such as electricity and/or gas in order to maintain the balance and sustainability of the ecosystem	0,053	1,188	0,063
	Ensuring that waste and liquid waste processing is carried out in a complete, healthy, and environmentally friendly manner so that it can maintain the environment and does not cause new sources of spread of Covid-19	0,053	1,250	0,066
Total			12,6	0,595
TOTAL STRENGTH&WEAKNESSES			1	2,631

Source: Research Data Processing Results, 2021

## DISCUSSION

Based on the results of data processing, it is known that in term of the bakery business internal environment the total score shows that the bakery has more strengths compared to the weaknesses, this is based on the assessment that for the total internal factor score, the closer the value is to 1, the more internal weaknesses are compared to strengths, while the closer the value is to 4, the more its strength versus its internal weakness.(Rangkuti, 2015). The number obtained is 2,631 indicating a number whose value is closer to 4, which means that it has more strengths than weaknesses. These strengths, as defined earlier, reflect the organization's activities (in this case the implementation of CHSE) are running well.

The results of this study can also be used as a reference that the bakery business has the potential for business continuity and competitiveness potential with the strength of the internal factors (i.e., the implementation of CHSE). (Novita & Nurleli, 2020), considering the existence of a bakery business as well as a food service provider business is a key factor in the success of destination development, given the synergy of food and tourism. Because, as the results of this study support previous research which states that the health concern factor is a motivational factor in consuming food and beverages on tourist trips (Kim et al., 2009).

However, despite having more strength factors, there are still weaknesses that are recommended to be improved, namely by providing closed trash cans. increase the frequency of cleaning and disinfection in a safe and appropriate manner at least 3 (three) times a day, especially on surfaces of equipment and utensils that are frequently touched/passed by people such as tables and chairs, sockets &

switches, water taps, cash register levers, cash registers / cashiers, and others, providing masks, providing masks, providing body temperature measuring equipment, providing markers/signs to maintain a safe distance of 1 (one) meter, as well as closed trash cans, providing markers/signs to maintain a safe distance of 1 (one) meter, as well as places closed garbage, improving online food and beverage ordering services, food and beverage delivery services, drive thru, and so on, performing technical engineering such as installing partitions between guests and staff, as well as to avoid splashing onto food; ensure the use of water and energy sources, such as electricity and/or gas, in an efficient and healthy manner in order to maintain a balance and sustainability of the ecosystem, and ensure the use of water and energy sources, such as electricity and/or gas, in an efficient and healthy manner in order to maintain balance and ecosystem sustainability.

## CONCLUSION

As mentioned earlier, the purpose of this study is to analyze the internal factors of the food and beverage provider business, in implementing the standards and guidelines for the Cleanliness, Health, Safety, and Environment Sustainability (CHSE) protocol in the tourism sector. Based on the results of internal factor analysis in this study, it can be ascertained that in the application of CHSE, one of the food and beverage providers has many factors compared to the weakness factor, which means that the CHSE implementation activities implemented by employees and employers are going well. This also shows the importance of the role of human resources in implementing the CHSE protocol in order to support the implementation of the protocol's policies and guidelines in an industry that is a community-based service.

However, despite having more strength factors, there are still weaknesses that are recommended to be improved, namely by carrying out activities that are standards and guidelines for hygiene, health, safety and environmental sustainability protocols), CHSE, in tourism.

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