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**IMPROVING THE QUALITY OF FOOD AND DRINKING ENTREPRENEURS IN UNIVERSITY  
OF TRIBHUWANA TUNGGADEWI**

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**Abstract:** Quality is a dynamic condition associated with products, services, people who have or exceed expectations. UMKM can increase incomes in people who do not have a permanent job, then they are trying to find work that can generate money in accordance. The purpose of this research is 1. Explaining the Quality of product food and beverage entrepreneur in Tribhuwana Tunggadewi University. 2. Explaining the Quality of Human Resource UMKM food and beverages in the University Tribhuwana Tunggadewi Malang 3. Explaining the Quality of Service UMKM food and beverages in the University Tribhuwana Tunggadewi Malang. This research includes qualitative research, conducted in Tribhuwana Tunggadewi University for 5 months starting from March to August 2017. Data were obtained through interviews using questionnaires and secondary data obtained from related offices. The data were collected using census method, with 21 respondents. The results of this study is very useful to increase the repertoire of science. Based on the result of research, not only 3 variables are product quality, service quality, and quality of human resources influence income but there is one important variable is price of goods.

**Keyword:** food, beverage, and service quality

#### **A. INTRODUCTION**

Quality is a dynamic condition associated with product, service. The quality of human resources and service quality is paramount at the time of the sales process of a production, and will be closely linked to income. quality is often linked to the price: the more expensive the price of a product the better the quality, although most consumers know that this is not always true. Another quality definition is based on the assumption that consumer desires determine quality. Each individual has different wants and needs so that quality standards become diverse that ultimately lead to the definition of quality based on usage. Along with the increase in the current growth demands of life needs increasingly increasing, one of the best steps in overcoming the demands on the necessities of life is to open a business in the hope of opening vacancies to the surrounding community. The quality of human resources is an asset and capital for all activities of his life. Human resources has always been the subject and object of development because of its capabilities can be utilized optimally for the benefit of the organization and individual itself (Prihatminingtyas, 2014). Such a company is competing to produce the best quality of service to its customers. Quality of service is how the attitude of decency and spoken words delivered by the seller to consumers who buy the product. quality is often linked to the price: the more expensive the price of a product the better the quality, although most consumers know that this is not always true.

Micro, Small and Medium are: 1. A micro enterprise is a productive enterprise of an individual or business entity that meets the criteria of a micro enterprise. 2. A small business is a stand-alone productive economic enterprise undertaken by an individual or a business

entity which is not a subsidiary or non-subsidiary of a company or business entity that is neither a subsidiary nor a branch of a company owned, controlled, or a part of either directly can not directly from medium-sized businesses or large businesses that meet the criteria of small businesses. 3. An intermediate enterprise shall be a stand-alone productive economic enterprise, carried out by an individual or business entity which is neither a subsidiary nor a branch of a company owned, controlled, or partakers either directly or indirectly with a small business or a large business with the amount of wealth net or annual sales proceeds as stipulated in law.

Another quality definition is based on the assumption that consumer desires determine quality. Each individual has different wants and needs so that quality standards become diverse that ultimately lead to the definition of quality based on usage. Along with the increase in the current growth demands of life needs increasingly increasing, one of the best steps in overcoming the demands on the necessities of life is to open a business in the hope of opening vacancies to the surrounding community. 1. Explain the effect of product quality of food and beverage UMKM to income in Tribhuwana Tunggal University. 2. Explaining the quality of Human Resource UMKM food and beverage to the income in the University Tribhuwana Tunggal Malang. 3. Explaining the quality of food and beverage UMKM services to the income in the University Tribhuwana Tunggal Malang.

## B. MATERIAL & METHODS

The location of this research in University of Tribhuwana Tunggal Malang Jl. Telaga Warna Block C Tlogomas Malang. The type of research used is quantitative descriptive research using SPSS version eighteen. The number of samples in this study as many as 21 people. In this research use saturated sampling technique or census. This research uses quantitative data types analyzed using multiple linear regression. Variables used in this research consist of independent variable that is product quality (X1) Quality of service (X2) Quality of human resources (X3) and dependent variable (Y).

## C. RESULT & DISCUSSION

Based on data conducted on 21 respondents of UMKM Food and Drink in Environmental University Tribhuwana Tunggal Malang as follows: Based on the data in table 4.1, can be seen high school level eleven people (11) no school and did not complete elementary school (0), finished primary one (1), graduated from junior high school (7), graduated from eleven persons (11), diploma III one person, and strata I one person (1). Furthermore, the UMKM income of food and beverages depends on the activity and creativity of food and beverage seller, the business is still using simple technology and is a business that still uses special skills. In running a food and beverage business between 2 months to 18 years, this is due to the lack of employment, the lack of education and the demands of life. As for the types of food and beverages sold, among others: food sellers as much as sixteen people consisting of meatballs, chicken noodles, chicken porridge, soup, fruit, rice and others, while the seller drinks are as many as five people (5) of which are tea racek, picopi and so forth. which sells in Tribhuwana Tunggal Malang University which is more dominant is female sex with the number of twelve people (12) while the male sex is as many as nine people (9). The capital they get to open a business is with their own capital and some are using the capital from outside (loan to the cooperative), with gross income from their business is Rp. 500.000, - up to Rp. 1,000,000, - every day.

Table C.1. Level of education, length of business, type of food

No	Level of education	Total
1.	No school	0
2.	Did not complete elementary school	0
3.	Graduated elementary school	1

4.	Graduated junior high school	7
5.	Graduated senior High School	11
6.	Diploma III	1
7.	Strata I	1
<b>No</b>	<b>Long business / year</b>	<b>Total</b>
1.	2 month -1	7
2.	2-7	8
3.	8-14	3
4.	15-22	2
5.	23-28	1
<b>No</b>	<b>Type of business</b>	<b>Total</b>
1.	Food	16
2.	Drink	5

Source: Primary data processed, 2017

Quality of service is how the attitude of decency and spoken words delivered by the seller to consumers who buy the product. Quality is often linked to the price: the more expensive the price of a product the better the quality, although most consumers know that this is not always true. Based on the analysis of multiple linear regression as follows: Product Quality (X1), Quality of Service (X2), Quality of Human Resources (X3) and Revenue (Y) has been declared valid because r value is bigger than r table value with significant value in down from the value of 0.05 and declared reliable because the value of alpha cronbach is more than 0.60.

Table C.2 Validitas dan reliable

No	r hitung				r tabel	Kesimpulan
	X1	X2	X3	Y		
1.	0,650	0,558	0,790	0,595	0,413	Valid
2.	0,770	0,800	0,557	0,781		Valid
3.	0,709	0,686	0,808	0,692		Valid
4.	0,663	0,639	0,630	0,688		Valid
5.	0,737	0,738	0,510	0,743		Valid
6.		0,702	0,531	0,702		Valid
Variabel		Alpha cronbach		Alpha	Keterangan	
X1		0,752		0,60	Reliabel	
X2		0,768			Reliabel	
X3		0,680			Reliabel	
Y		0,796			Reliabel	

Source: Primary data processed, 2017

In table 4.3 Analysis of Multiple Linear Regression Test is used to determine the extent of the variable between Product Quality (X1), Quality of Service (X2), Quality of Human Resources (X3) to Revenue (Y), while the results of multiple linear regression test on the following table 4.3:

Table C.3. Uji Regresi Linear Berganda

Variabel	B	Beta	t hitung	Sig t	Keter-angan
	Unstandardized Coefficients	Standardized Coefficients			
Constant	2,053		1,024	0,320	Valid
X1	1.132	0,972	21,239	0,000	Valid
X2	0.026	0,024	0,554	0,587	Valid
X3	-0.063	-0,46	-1,018	0,328	Valid
R Square = 0,978					

Source: Primary data processed, 2017

From result of analysis that have been done hence R Square value equal to 0,976 meaning variable of Product Quality (X1), Quality of Service (X2), Quality of Human Resource (X3) have influence to variable of income (Y) is equal to 9,78%. Based on the results of research was not only 3 variables of product quality, service quality, and quality of human resources alone that affect income but there is one important variable is the price of goods sold. (Prihatminingtyas, 2017). So the flow chart in this study can be seen in Figure 4.1

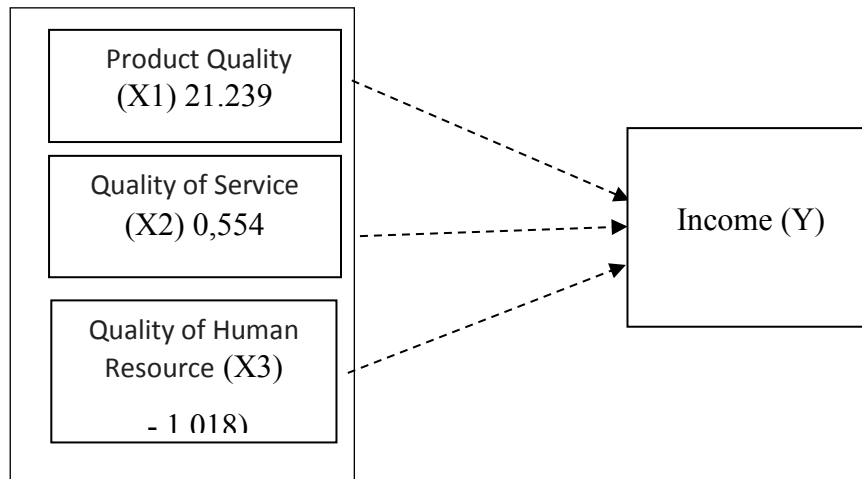


Figure C.1 Quality flow chart of the analysis results

Various types of food and beverages are sold, as for the sellers of food and beverages, when the sale is not sold all of them

1. Saved again. Meaning that it is stored back is they keep the food and drinks that are not sold out in the refrigerator.
2. Consumed alone. The consumable food is consumed for their own family, with the risk of a lack of income they will earn on that day.
3. Removed. There are some food and beverage entrepreneurs do not keep back food and drinks that are not sold on that day, because the food if stored in the back is not feasible for consumption.

#### D. CONCLUSION

Based on the results of this study it can be concluded that:

1. Based on the results of research, that product quality dominant influence to income, because product quality is part of operational a business. Based on the t test, the value of product quality variables affects the income variable

2. From the results of data processing on the variable quality of service is it good, and can provide a sense of comfort to consumers who buy food and beverages
3. While the quality of human resources partially contributed the lowest compared to other variables. It means that human resources do not have enough contribution.

Based on the result of research, not only 3 variables are product quality, service quality, and quality of human resources influence income but there is one important variable is price of goods.

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